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Automotive News 1954 Almanac

THE NEWSPAPER OF THE INDUSTRY

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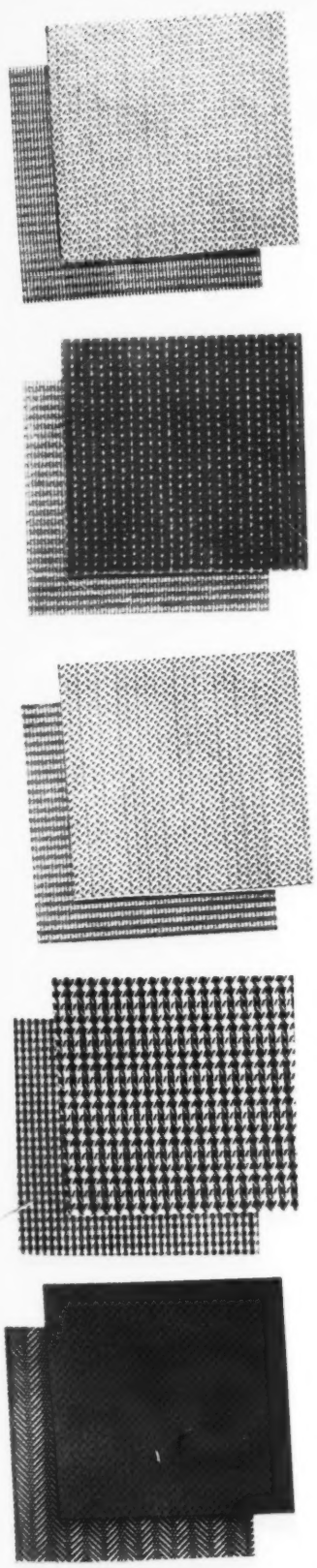
DETROIT

Eighteenth Review and Reference Edition



The new style trend highlights woven saran for body cloth and headlining...

and the quality woven saran is LUMITE*

There's a LUMITE* fabric for every color car ...and for every car-owner's taste.

*Registered Trade-mark

LUMITE DIVISION, Chicopee Mills, Inc., 47 Worth Street, New York 13, New York

DETROIT, APRIL 26, 1954

SECOND SECTION

LOST HORSEPOWER can be dangerous...and costly!

When bells clang and sirens scream, you know that the fire engines in your community are on their way ...and you're proud of that equipment, because it's ready to meet any emergency with full, responsive horsepower!

You'll be proud, too, of the full, responsive horsepower in every automobile engine that has been equipped with Perfect Circle 2-in-1 Chrome Piston Rings. For 2-in-1 gives sustained power and oil economy for *over twice as long* as old style rings. In the 2-in-1 set, both the top ring and the oil ring rails are plated with thick solid chrome, giving wear protection throughout the entire area of ring travel.

Install Perfect Circle's 2-in-1 Chrome Rings on every re-ring job. Your customers will like the improved performance and oil economy! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario.

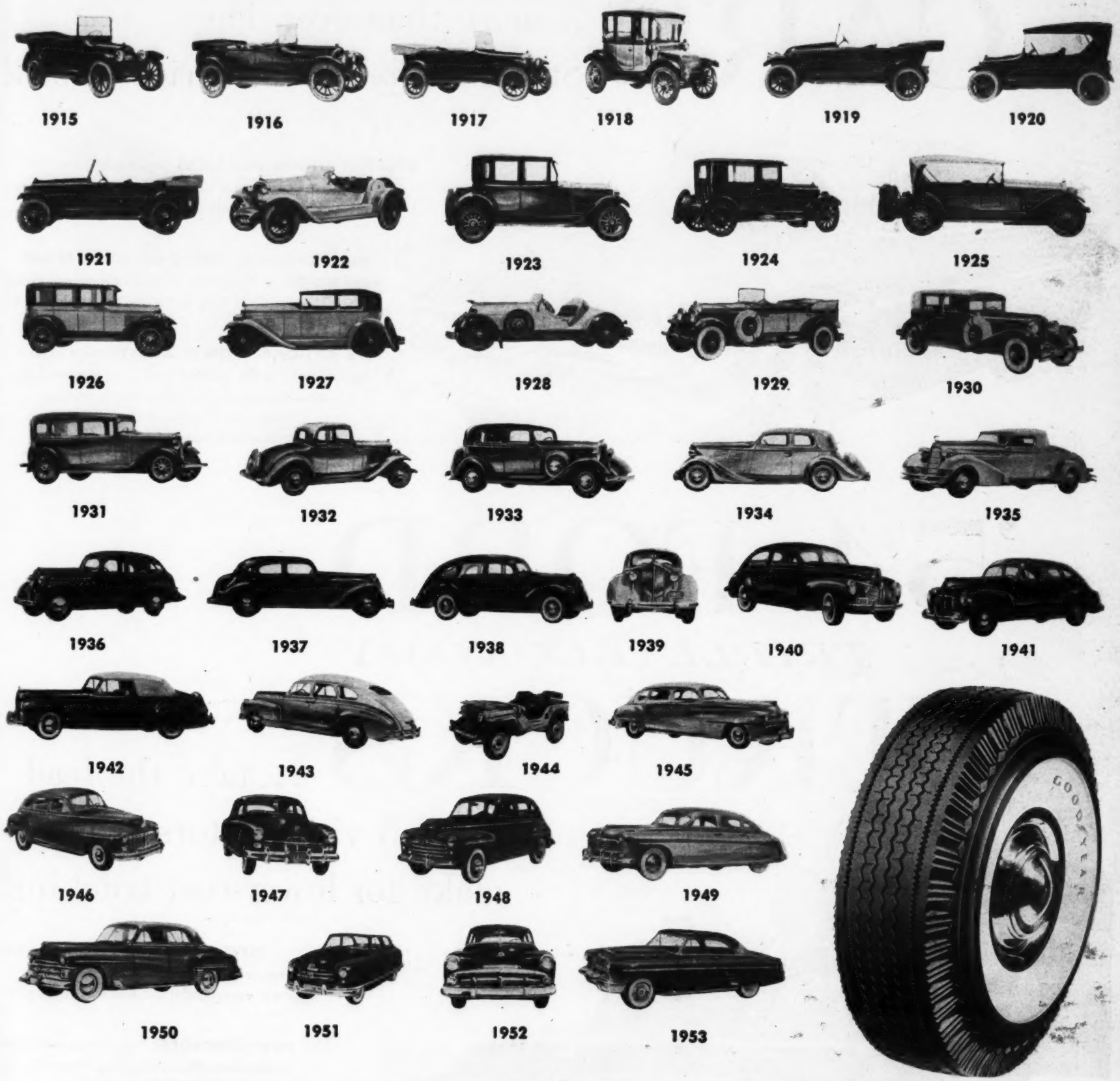
Solid chrome plating on *both* top and bottom rings gives complete wear protection throughout entire area of ring travel. Rings are lapped-in at factory, making tedious break-in unnecessary.

Perfect Circle

2 in 1 Chrome Piston Rings

THE STANDARD OF COMPARISON

Again...one of the most remarkable votes of public confidence in the history of American Industry



In 1954, too, as in every single year for the past 39 years

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

GOODYEAR

AKRON 16, OHIO

'54 FORD CARS ...more than ever The Standard *for* The American Road!

GREATEST ENGINE ADVANCES since the original Ford V-8. Ford's new 130-h.p. Y-block V-8 and new 115-h.p. I-block Six are America's most modern engines.

REVOLUTIONARY NEW BALL-JOINT FRONT SUSPENSION is the greatest advance in chassis design in 20 years. Only Ford in the low-price field has it.

FIVE OPTIONAL POWER ASSISTS you'd expect to find only in the costliest cars . . . Master-Guide power steering, Swift Sure Power Brakes, Power-Lift Windows, 4-Way Power Front Seat, famous Fordomatic Drive.

'54 FORD *TRIPLE ECONOMY* TRUCKS ...take the lead in all 3 vital factors that make for lower-cost trucking!

NEW POWER! Now a LOW-FRICTION, high-compression, overhead-valve, deep-block engine in every model . . . and that saves gas!

NEW CONTROLS! New *Driverized* Cabs, *Master-Guide* Power Steering, Power Brakes, *Fordomatic* Drive . . . and easier controls save time!

NEW CAPACITIES! Low curb weights, high payload capacities! New factory-built 6-wheelers, gross up to 48% more . . . and big loads save money!

Big reasons why it's GREAT to be a FORD Dealer!

FORD Division of FORD MOTOR COMPANY

AUTOMOTIVE NEWS

Almanac for 1954

EIGHTEENTH ANNUAL
REVIEW AND REFERENCE EDITION

GEORGE M. SLOCUM
Publisher, 1933-1949

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HIGHLIGHTS

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Cars in Operation by Makes, States and Model Years.

Complete passenger car registrations.

New-Car Dealer totals by Makes and States.

Detailed directory of the industry.

Automotive News Family Album.

Financial data of automotive companies.

Farm data—Automotive.

Used-Car prices analysis.

Commercial car registrations.

Monthly production and registrations statistics showing percentage of each month to year's total.

Makers' percentage of year's total new passenger and commercial car registrations.

Production and wholesale value of passenger cars and trucks.

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List of car manufacturers in order of sales volume—in order of percentage of sales.

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Highway Accidents—types, condition of vehicles, etc.

Taxes paid by car owners.

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Automotive News

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Auto-Lite is world famous for long life, performance and economy

Around the world, more than 400 products of Auto-Lite are used day and night in cars, trucks, planes, boats and industry . . . convincing proof of the outstanding quality made possible by Auto-Lite advanced engineering and precision manufacturing. So to get the best in long life, in power and performance and in economy, it pays to insist on world famous Auto-Lite products.

MAY 1 4 '55

Manufacturers of

BATTERIES • BUMPERS • FUEL PUMPS • HORNS • GENERATORS • LIGHTING UNITS SPEEDOMETERS • SPEEDOMETER CABLE • SWITCHES • STARTING MOTORS • INSTRUMENTS & GAUGES • IGNITION UNITS • MOULDED PLASTICS • WINDSHIELD WIPERS • WINDOW LIFTS • SEAT MOVING MECHANISMS • HUB CAPS • WIRE & CABLE • SPARK PLUGS • METAL FABRICATED ASSEMBLIES • GRAY IRON CASTINGS • ZINC & ALUMINUM BASE DIE CASTINGS

THE ELECTRIC AUTO-LITE COMPANY • TOLEDO 1, OHIO

1953: Accent Shifts from Output to Selling

THE YEAR 1953 went into the automotive record books as the second highest in production and sales history. But underneath the glowing records, the year was one of upset, turmoil, transition, "blitz" sales, declining dealer profits and what many dealers will remember as the "black cleanup of 1953."

Production allocation controls, a hangover of the Korean War, came off early. Production was stepped up as rapidly as the makers could get materials.

But one by one the makers ran into the stone wall of customer resistance. Before long, it was evident that the last vestige of a war-born backlog of demand was gone.

The hard-selling, competitive market so long awaited was at hand.

People were still buying cars, but they were becoming more and more selective.

* * *

THE YEAR 1953 was also notable for the "worst industrial fire in history"—the $80-million blaze which destroyed the General Motors Hydra-Matic transmission plant in Livonia, Mich.

There was a trend toward mergers and consolidations during the year, with Kaiser buying Willys; Chrysler purchasing 12 Briggs body plants, and many discussions among independent producers.

After dropping for the two previous years, car production climbed in 1953 to a total of 6,134,823 units. This figure was second only to 1950's total of 6,658,510. The 1952 figure was 4,337,443.

The 1953 truck production amounted to 1,209,794 units, somewhat below the figures of 1,223,397 for 1952, and 1,416,382 for 1951.

New-vehicle registrations in 1953 rose to 6,669,301, a big gain over the 1952 total of 4,970,493. Car registrations totaled 5,738,989 for 1953, compared to 4,158,394 in the preceding year. The 1953 new-truck registrations increased to 930,312 from the 1952 total of 812,099.

In 1953 Federal, state and local taxes on the motoring public again increased, totaling an estimated $5,725 million, compared to $5,305,310,000 in 1952. Firms were heartened at year's end when the excess profits tax was permitted to expire.

* * *

THE NUMBER of cars on the road at the end of the year was 42,202,349, up considerably from the 1952 total of 39,769,741. The number of trucks still operating in the U. S. was 8,692,574. This was also up from the 1952 figure of 8,419,855.

Vehicle scrappage in 1953 reached a total of 2,465,936 cars and 615,932 trucks, the second highest total in history.

There were 288,731 vehicles exported in the past year. This was a continuation of the down trend which saw 297,259 vehicles exported in 1952 and 426,722 exported in 1951. New-car exports amounted to 154,459, versus 141,026 the year before.

Sales of parts and accessories in 1953 dropped sharply to $1,900 million from the 1952 total of $2,164,300,000.

From the labor standpoint, last year was a relatively tranquil one. The auto workers received modest wage increases during the year and there were no serious work stoppages, although some lines of cars were hampered by strikes against suppliers and subsidiaries. The average weekly auto factory employment figure was 776,000 last year, versus 647,100 in 1952.

* * *

BECAUSE of the increase in the number of U. S. vehicles, gasoline consumption increased last year to 49,459,817,000 gallons. The 1952 consumption was 46,438,819,000 gallons.

At the end of 1953, *Automotive News* estimates there were 42,181 franchised dealers in the country, versus 45,166 at the end of 1952.

While deaths by motor vehicle continued to be the principal cause of accidental fatilities, vehicle deaths were at a new low rate of seven per 100 million vehicle miles. A total of 38,000 persons were killed during the year.

On Dec. 31, 1953, total automobile credit outstanding was $10,289 million, an increase of $2,190 million over the previous year.

Last year there were 96,150,44 tires produced and 94,616,635 tires sold, compared to 90,522,386 produced and 85,406,982 sold in 1952.

Here are the leading automotive headlines of 1953:

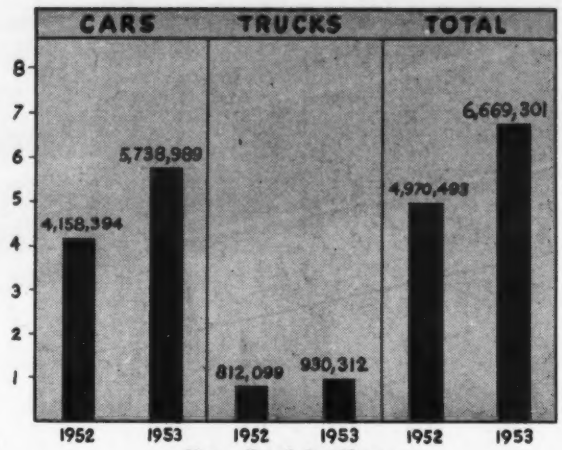
* * *

January

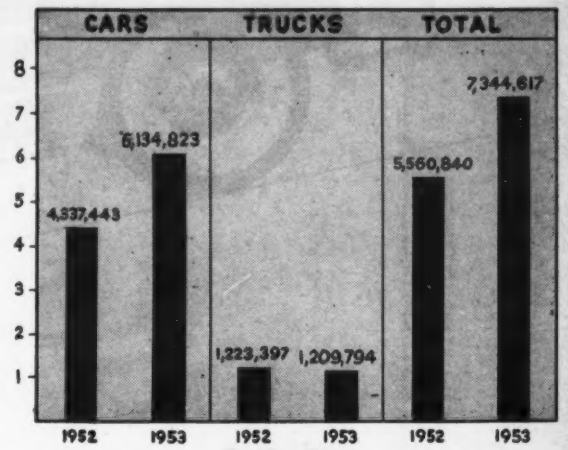
Ford announces a series of events commemorating its 50th anniversary . . . 1953 Cadillac introduced with 210-horsepower engine . . . Traffic death toll for 1952 set at 38,000—fourth worst year . . . Installment buying reported up to prewar levels . . . National Production Authority OKs output of 25,000 more trucks.

Reo Motors forms truck-leasing firm . . . Independ-

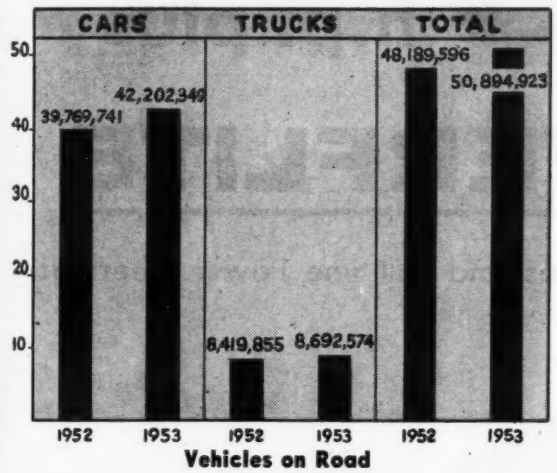
(Continued on 114)



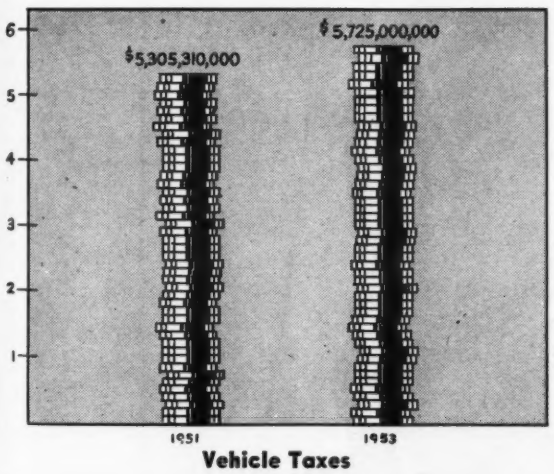
New Registrations



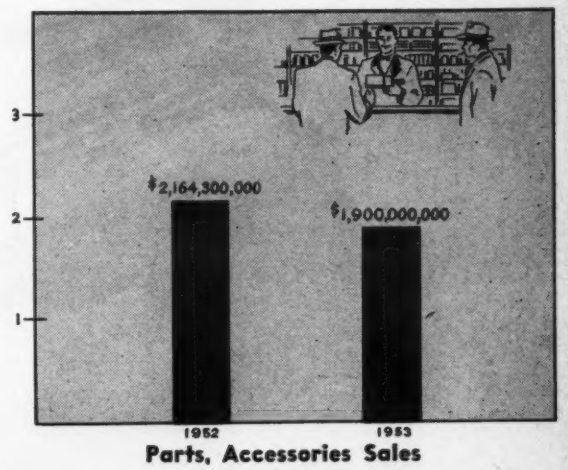
Production



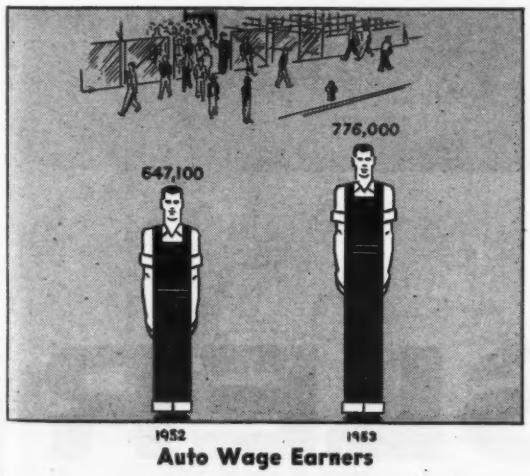
Vehicles on Road



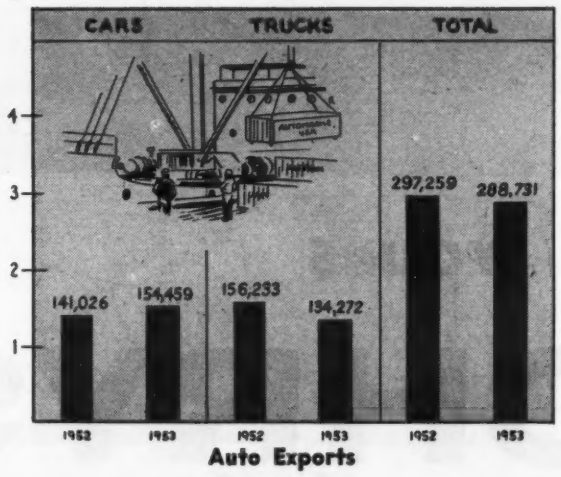
Vehicle Taxes



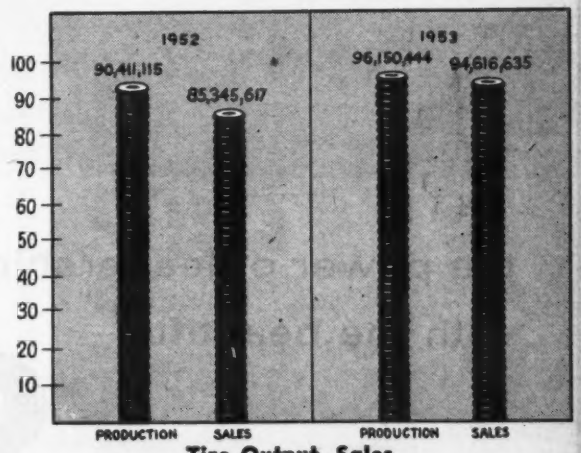
Parts, Accessories Sales



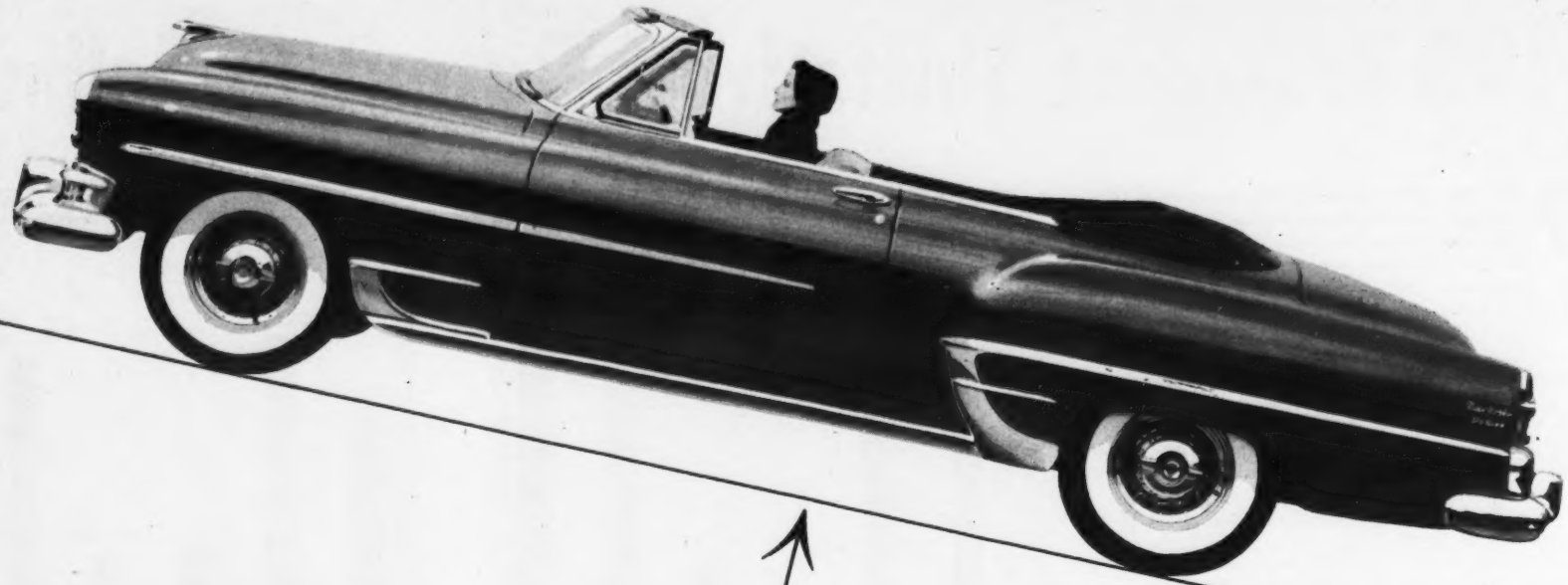
Auto Wage Earners



Auto Exports



Tire Output, Sales



NUMBER ONE

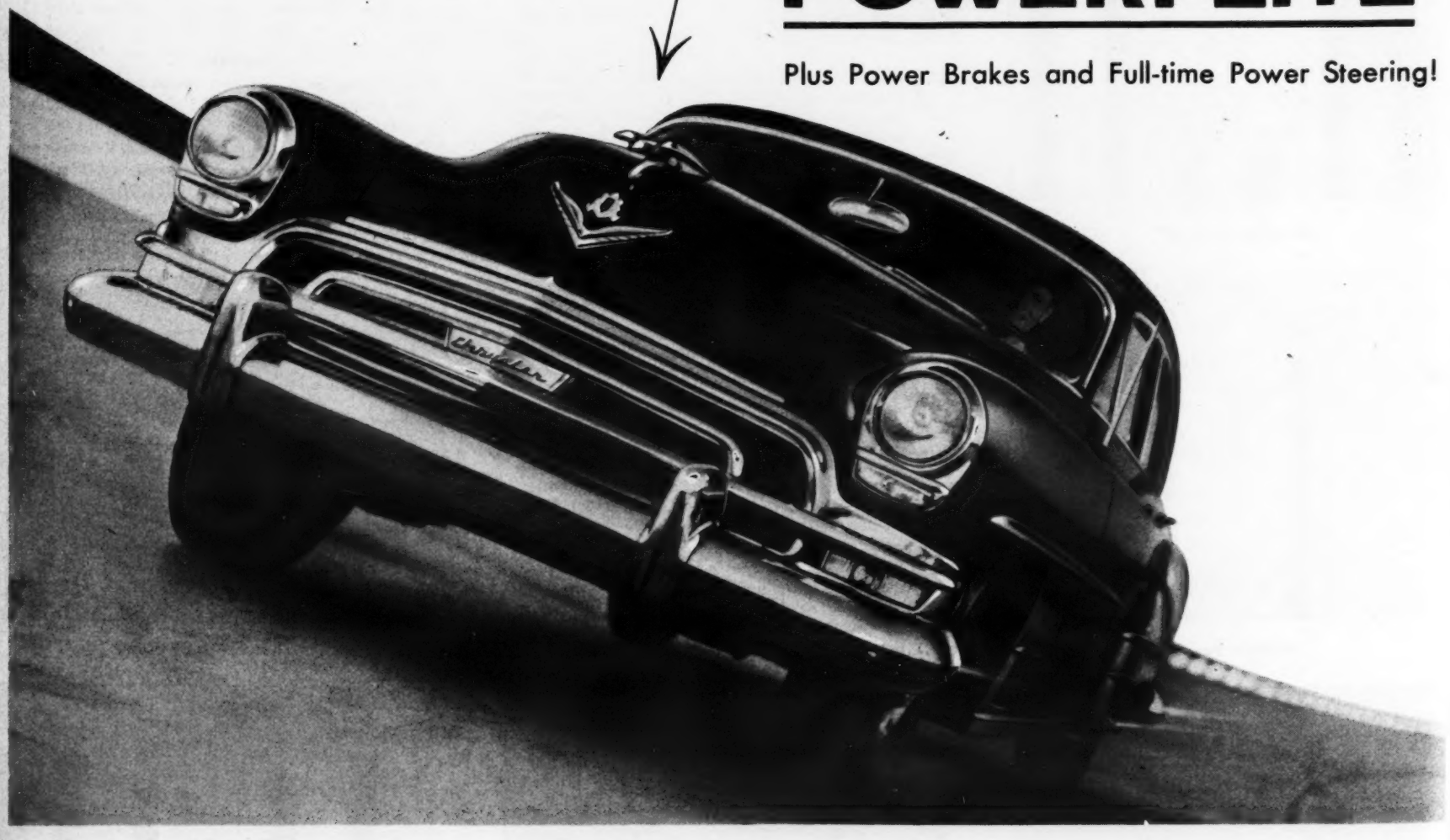
in power

you can demonstrate

235 h.p. plus

POWERFLITE

Plus Power Brakes and Full-time Power Steering!



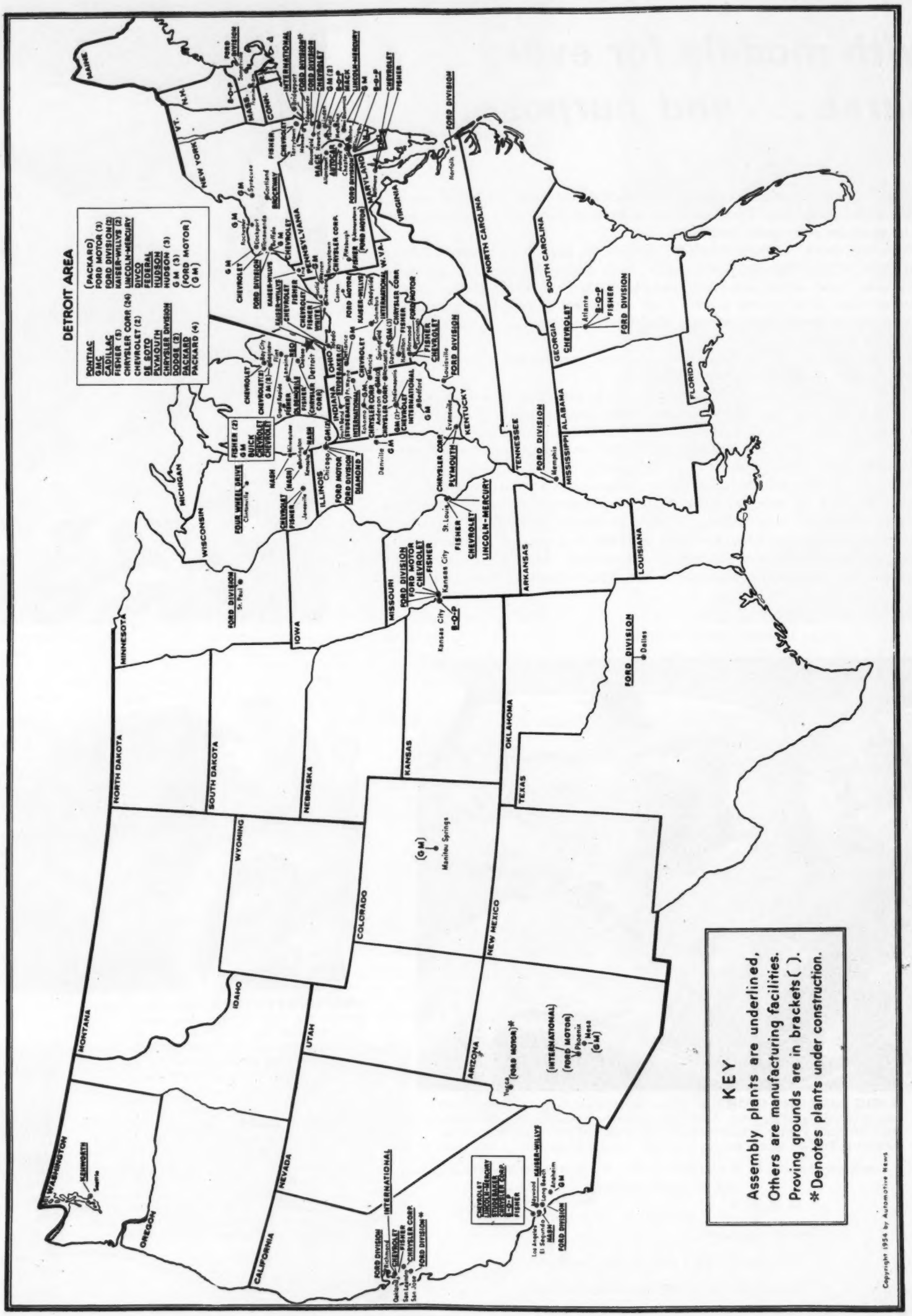
the power of leadership is **YOURS**

with the beautiful

CHRYSLER

Chrysler Division, Chrysler Corporation, Detroit, Mich.

Auto-Manufacturing Plants Dot U. S.



Nash Covers the Motor Front...

with models for every purse... and purpose!

No other automobile dealer body can offer such a wide range of modern cars... each a leader in its class. There are Nash Airflytes in every segment of the market ... to penetrate every price field.

From the smart, compact Ramblers through the new, more powerful Statesman series to the luxurious Ambassadors, Nash dealers have models to satisfy every need, every desire and every pocketbook. And now, Nash Dealers have a brand-new idea in motor cars to sell... the sensational all-new Metropolitan... the car that combines sports car dash with larger car comfort... and is priced among the lowest.

Each is supported by intensive advertising and promotional programs geared to meet today's competitive market conditions.

There's no wonder that the Nash franchise is so valuable. None is broader or more comprehensive. None is built on a more solid foundation of public acceptance and owner loyalty. None offers more effective merchandising and marketing assistance. No other dealer group can offer automobiles with so many *exclusive* features that mean greater value and customer satisfaction. And no other group enjoys more friendly factory-dealer relations than exist between Nash and its dealer family.

Look to Nash for more in 1954! More in progressive thinking. More new ideas for greater motoring comfort... ideas like Nash exclusive All-Weather Eye, the only automobile system that *cools* and *heats* with just one unit. It's the simplest, year-'round automobile air conditioning ever developed... and it sells for up to $300 less than other air conditioning systems. Yes, look to Nash for *more* that's new.

A BIG SELLING STORY is offered by Airliner Reclining Seats. Nash owners can lounge as they ride — and they can even nap while someone else drives. They just touch a lever to adjust exclusive Nash Reclining seats to any of five comfortable positions — wonderful as a "day bed" for resting children on long trips.

ANOTHER FEATURE sure to please prospects is the large luggage compartment, with space to meet the travel needs of an entire family, in the new Nash Rambler Four-Door Sedan. The smart continental rear tire mount is standard on all Custom sedans and convertibles.

TRAVEL FANS, vacationists and salesmen hail these two modern "travel cars". The magnificent Nash Ambassador Country Club "hardtop convertible" is one of America's finest cars. The brand new Nash Rambler "Cross Country" is a smart four-door custom station wagon with "Travel Rack" on the roof for extra luggage! All Nash models offer choice of three transmissions, including Dual-Range Hydra-Matic Drive.

TO PROVIDE NASH DEALERS with still another wedge in today's challenging market, the popular Rambler is now available in a 4-door model – the body style most often ordered by car buyers. This entirely new, roomier Rambler is another of the good things coming from Nash. More headline news is in the making, not only this year, but in the years ahead because Nash dares to lead where others follow.

FOR HEATING AND VENTILATION, the Nash Weather Eye System is the most efficient of all. And for year-'round air conditioning, the exclusive new Nash All-Weather Eye System is the lowest priced in the industry.

HERE'S A FEATURE of tremendous appeal to vacationers and sportsmen! Nash seats are widest, make up into Twin Beds in seconds. Handy air mattresses and insect screens available at low cost.

SOFT NASH RIDE is another sales booster. No other car can equal the Nash ride because no other has double-rigid Airflyte Construction and Airflex Suspension.

PARKING IS "CHILD'S PLAY" with new Nash Power Steering (available on Ambassador and Statesman). Steer with 75% less effort. It helps keep a straight, safe course in case of "soft shoulders" or blowout.

NASH PROVIDES many more exclusive "travel bonuses" like the Handipak Carrier and tinted plastic sun visor above the windshield, Sliding Glove Drawer, Safety Cowl, Twin Radio speakers.

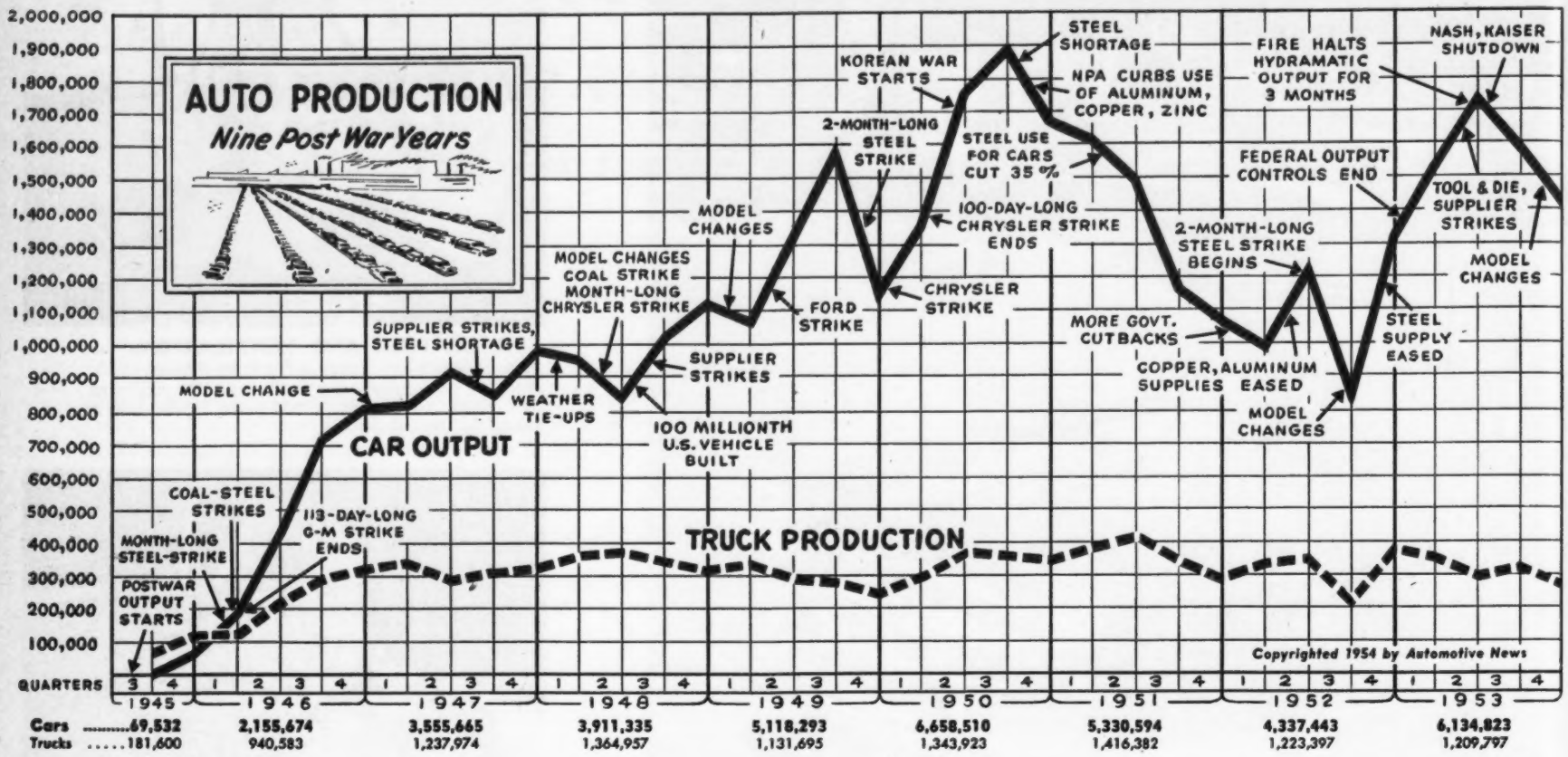
Nash *Airflytes*

AMBASSADOR • STATESMAN • RAMBLER
METROPOLITAN

Built With A "Double Lifetime"...
Your Safest Investment Today...
Your Soundest Resale Value Tomorrow

NASH MOTORS, DETROIT 32, MICHIGAN

Here's the Production Score Since the End of War II: 37,271,869 Cars and 10,050,308 Trucks



1953 Cars—U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEP-TEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEM-BER	DECEMBER	GRAND TOTAL 1953
CHRYSLER	107,583	110,324	117,346	335,253	118,401	111,756	133,202	698,612	116,895	75,309	66,571	957,387	113,631	91,093	84,491	1,246,602
Chrysler	16,684	16,624	17,029	50,337	16,748	15,136	19,043	101,264	13,533	6,304	4,354	125,455	12,357	11,421	11,177	160,410
DeSoto	9,792	10,761	13,506	34,059	13,541	12,469	13,904	73,973	12,107	8,697	5,636	100,413	7,715	11,187	10,648	129,963
Dodge	31,263	30,325	28,534	90,122	30,832	27,784	33,505	182,243	21,458	13,976	16,313	233,990	25,918	20,280	13,526	293,714
Plymouth	49,844	52,614	58,277	160,735	57,280	56,367	66,750	341,132	69,797	46,332	40,268	497,529	67,641	48,205	49,140	662,515
FORD	103,434	95,619	120,309	319,362	125,754	93,852	118,968	657,936	165,272	161,475	162,839	1,147,522	169,231	132,797	96,968	1,546,518
Ford	79,049	76,195	91,699	246,943	96,319	69,992	91,452	504,706	124,899	123,655	126,120	879,380	132,115	110,961	61,731	1,184,187
Lincoln	3,883	801	4,971	9,655	6,201	6,542	5,553	27,951	4,407	2,511	287	35,156	39	2,405	4,362	41,962
Mercury	20,502	18,623	23,639	62,764	23,234	17,316	21,963	125,279	35,966	35,309	36,432	232,986	37,077	19,431	30,875	320,369
GENERAL MOTORS	206,812	222,682	262,249	691,743	279,791	278,506	291,442	1,541,482	274,964	245,990	212,333	2,274,769	227,593	108,301	188,952	2,799,615
Buick	38,191	39,757	46,099	124,047	51,188	49,182	52,738	277,155	45,678	48,356	40,846	412,035	41,792	17,605	13,921	485,353
Cadillac	9,311	9,939	11,062	30,312	11,021	10,510	11,008	62,851	11,000	4,812	3,984	82,647	7,095	10,050	3,746	103,538
Chevrolet	101,339	114,574	134,635	350,548	139,576	139,475	144,665	774,264	139,459	136,564	128,787	1,179,074	132,955	37,219	128,051	1,477,299
Oldsmobile	27,292	27,045	32,216	86,553	35,467	36,550	38,202	196,772	36,628	24,390	12,289	270,079	14,408	24,961	9,966	319,414
Pontiac	30,679	31,367	38,237	100,283	42,539	42,789	44,829	230,440	42,199	31,868	26,427	330,934	31,343	18,466	33,268	414,011
KAISER MOTORS	9,050	8,541	10,269	27,860	10,188	5,132	1,303	44,483	6,396	4,236	3,439	58,554	2,864	1,061	.....	62,479
Kaiser	3,225	4,054	4,686	11,965	3,589	2,982	1,303	19,839	462	103	240	20,644	282	1,061	.....	21,987
Willys	5,825	4,487	5,583	15,895	6,599	2,150	.....	24,644	5,934	4,133	3,199	37,910	2,582	.....	.....	40,492
HUDSON	6,303	8,499	10,243	25,045	11,540	7,364	6,190	50,139	3,515	3,834	5,944	63,432	4,150	5,259	3,490	76,331
NASH	16,301	18,630	19,050	53,981	21,258	17,017	14,054	106,310	1,146	58	4,717	112,231	7,699	8,633	6,831	135,394
PACKARD	10,884	10,053	9,937	30,874	10,105	9,783	9,161	59,923	7,173	4,457	3,228	74,781	446	862	5,321	81,400
STUDEBAKER	5,437	10,923	19,633	35,993	24,465	22,329	14,338	97,125	21,958	22,159	13,636	154,878	7,997	13,812	9,797	186,484
Total Cars, U. S.	465,804	485,271	569,036	1,520,111	601,502	545,739	588,658	3,256,010	597,319	517,518	472,707	4,843,554	533,611	361,808	395,850	6,134,823

Automotive News estimates.

1953 Trucks—U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEP-TEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEM-BER	DECEMBER	GRAND TOTAL 1953
CHEVROLET	35,354	36,568	42,209	114,131	41,139	30,437	27,865	213,572	27,629	26,330	26,028	293,559	15,049	19,081	34,144	361,833
DIAMOND T	695	752	819	2,266	716	584	734	4,300	815	772	652	6,539	648	520	352	8,059
DIVCO	251	240	220	711	210	210	220	1,351	158	315	330	2,154	354	190	340	3,038
DODGE	10,985	10,976	10,446	32,407	9,781	8,370	9,393	59,951	8,542	5,221	4,875	78,589	9,421	8,265	8,973	105,248
FEDERAL	90	112	181	383	183	244	209	1,019	189	223	230	1,661	226	291	252	2,430
FORD	18,796	8,409	33,861	61,066	33,486	17,785	15,810	128,147	36,328	35,053	34,826	234,354	36,855	24,750	21,189	317,148
GMC	12,253	11,868	12,698	36,819	12,812	11,251	10,004	70,886	9,065	7,260	5,792	93,003	4,663	5,433	11,828	114,927
INTERNATIONAL	10,963	11,656	13,170	35,789	13,864	7,755	4,797	62,205	12,314	11,828	9,821	96,168	7,550	8,580	9,254	121,552
MACK	1,064	1,093	691	2,848	1,181	904	1,181	6,114	1,002	949	925	8,990	895	857	714	11,456
REO	1,517	1,420	1,554	4,491	1,527	1,416	1,237	8,671	1,160	1,230	1,180	12,241	1,326	897	795	15,259
STUDEBAKER	6,278	5,873	5,442	17,593	4,173	2,501	1,146	25,413	2,307	2,107	1,011	30,838	510	55	193	31,596
WHITE	1,165	1,199	1,370	3,734	1,398	1,346	1,356	7,834	1,053	949	1,169	11,005	1,149	854	1,071	14,079
WILLYS	11,138	9,108	7,947	28,193	7,064	4,797	.....	40,054	9,244	8,171	7,665	65,134	9,451	5,978	8,091	88,654
MISCELLANEOUS	1,400	1,368	1,405	4,173	1,302	1,175	1,192	7,842	1,241	1,136	1,217	11,436	1,008	879	1,192	14,515
Total Trucks, U. S.	111,949	100,642	132,013	344,604	128,836	88,775	75,144	637,359	111,047	101,544	95,721	945,671	89,105	76,630	98,388	1,209,794

Automotive News estimates.

A Fine Car and a Fine Dealer Organization

insure

Unsurpassed Owner Loyalty

Year after year, more and more people buy Pontiacs on the recommendation of friends or neighbors—or because they have owned a Pontiac before and would be satisfied with nothing less.

Now, with both the magnificent Star Chief and the beautiful Chieftain to choose from, many people who formerly paid much more for their cars are joining the ranks of Pontiac owners. They have found that they can enjoy Pontiac's famed dependability and fine performance along with size, luxury and comfort that compare with far costlier cars. And as the miles go by, these new owners will *stay* Pontiac owners, and add still further to Pontiac's splendid reputation.

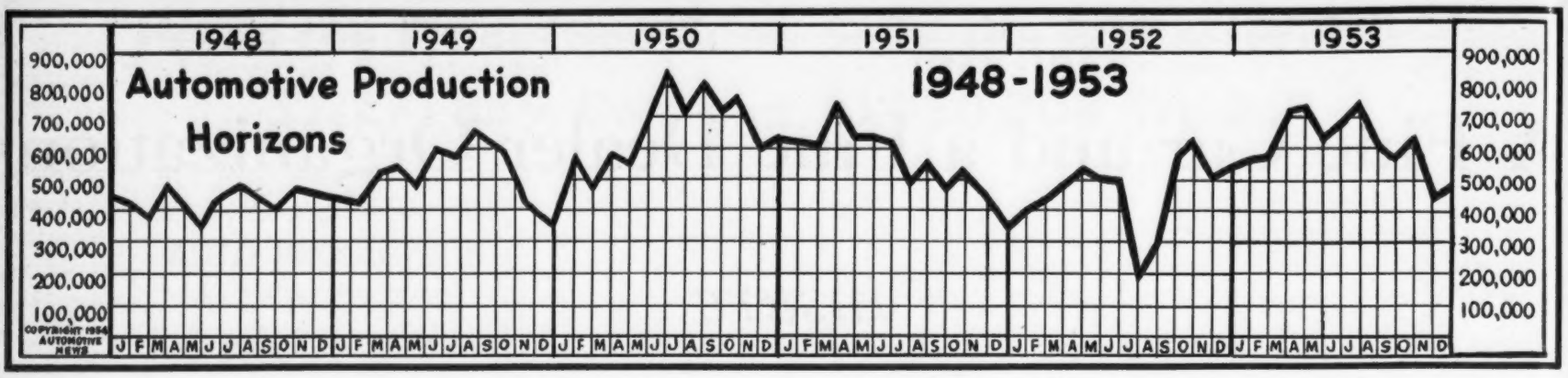
Both Pontiac and its dealers recognize the priceless value of owner loyalty as a base on which to grow. Both are pledged and fully capable of maintaining and enhancing Pontiac's enviable reputation.

A combination like that can only go one way—*ahead.*

DOLLAR FOR DOLLAR YOU CAN'T BEAT A

PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



Automotive News Production Estimates, Makes and Years, 1937-1953

Year	CHRYSLER: Chrysler	DeSoto	Dodge†	Plymouth†	GENERAL MOTORS: Buick	Cadillac LaSalle	Chevrolet†	Oldsmobile	Pontiac	FORD: Ford†	Lincoln	Mercury	KAISER-FRAZER: Frazer	Kaiser**	NON-AFFILIATED: Crosley†	Hudson	Nash	Packard	Studebaker†	Willys†	Miscellaneous†	Grand Total
1953	160,410	129,963	398,962	662,515	485,353	103,538	1,839,132	319,414	414,011	1,501,335	41,962	320,369	...	21,987	...	76,331	135,394	81,400	218,080	129,146	305,315	7,344,617
1952* ...	120,678	97,558	422,390	474,836	321,048	96,851	1,210,100	228,452	277,156	1,014,284	31,992	195,261	...	75,292	1,694	76,348	152,141	62,989	220,160	168,216	313,394	5,560,840
1951* ...	162,916	120,412	488,360	621,013	404,695	103,272	1,544,216	285,634	343,795	1,218,115	25,387	238,854	...	99,118	5,598	93,327	160,859	76,075	274,384	125,022	355,924	6,746,976
1950* ...	164,697	126,664	454,418	569,871	552,827	110,535	2,015,158	396,757	467,655	1,532,920	35,485	334,081	10,217	136,694	8,181	143,006	189,543	72,098	318,468	86,958	155,092	8,002,433
1949* ...	141,241	105,846	444,746	574,447	398,482	81,545	1,493,501	282,885	333,955	1,085,783	33,132	203,339	6,461	51,534	9,707	142,462	142,592	104,593	291,875	82,847	239,015	6,249,988
1948* ...	118,937	93,591	412,687	375,803	275,504	66,209	1,165,678	194,755	253,469	850,856	43,688	154,702	59,193	122,123	32,637	143,697	118,621	98,898	234,004	137,332	323,908	5,276,292
1947* ...	109,415	80,427	394,729	353,689	267,830	59,436	1,031,338	191,418	223,015	849,497	29,275	124,612	72,025	72,465	26,182	103,780	113,315	52,273	191,451	119,473	327,994	4,793,639
1946* ...	77,075	62,431	285,581	239,824	156,080	28,444	667,250	114,674	131,538	572,116	13,477	70,946	...	...	5,008	94,312	98,769	42,102	120,763	77,988	15,405	2,873,783
1945* ...	367	947	42,189	2,265	2,482	1,142	94,815	3,498	5,606	92,589	569	2,848	...	...	...	5,047	6,148	2,977	1,309	1,824	4,321	270,943
1942* ...	6,028	4,196	11,863	25,184	16,402	2,874	45,180	11,753	14,358	32,307	1,276	4,426	...	...	1,029	6,476	5,500	5,771	8,834	1,944	476	205,877
1941	136,325	93,575	357,608	500,383	316,251	58,526	1,295,952	233,110	278,581	922,984	18,401	104,308	...	...	2,289	79,529	79,535	72,877	133,855	29,300	395,610	5,108,992
1940	123,311	88,680	297,829	549,832	311,403	41,704	1,130,518	216,255	239,402	805,960	27,378	93,472	...	...	422	87,900	64,256	76,927	124,272	26,578	384,090	4,692,338
1939	72,284	58,465	244,238	381,070	231,219	38,506	931,669	160,551	169,320	746,887	21,565	89,235	...	...	2,017	82,161	65,859	76,366	111,552	24,372	293,065	3,732,608
1938	49,936	38,076	169,632	313,106	180,456	28,285	694,188	96,671	104,795	561,554	19,722	18,682	...	...	...	56,280	32,017	50,260	52,605	24,083	165,429	2,655,777
1937	126,260	92,040	379,626	526,066	232,648	44,736	1,189,779	217,789	232,648	1,095,984	34,645	...	...	...	...	102,362	87,987	108,553	91,317	73,928	380,197	5,016,565

*U. S. production only. **Includes Henry J. †Includes trucks. (1945 totals include civilian truck output only.)

Automotive News Estimates

1952 Cars — U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	TOTAL 1ST QUARTER	APRIL	MAY	JUNE	TOTAL 1ST HALF	JULY	AUGUST	SEPTEMBER	TOTAL NINE MONTHS	OCTOBER	NOVEMBER	DECEMBER	TOTAL 1952 OUTPUT
CHRYSLER CORP.	75,866	77,022	76,532	229,420	90,857	86,509	87,412	494,198	32,377	42,886	85,317	654,778	69,054	95,374	133,385	952,591
Chrysler	10,407	10,948	10,568	31,923	11,685	11,734	11,679	67,021	4,957	5,609	3,398	80,985	11,210	10,655	17,828	120,678
DeSoto	8,704	7,384	8,238	24,326	8,438	8,876	9,463	51,103	3,515	4,486	9,473	68,577	5,705	10,369	12,907	97,558
Dodge	21,991	20,681	18,920	61,592	24,726	22,441	23,253	132,012	8,820	11,482	20,003	172,317	21,574	27,893	37,735	259,519
Plymouth	34,764	38,009	38,806	111,579	46,008	43,458	43,017	244,062	15,085	21,309	52,443	332,899	30,565	46,457	64,915	474,836
FORD MOTOR CO.	25,433	73,481	100,821	199,735	90,265	87,910	88,045	465,955	38,262	63,026	100,935	668,178	128,596	89,765	118,245	1,004,784
Ford	18,273	57,824	78,667	154,764	71,060	68,756	67,699	362,279	25,084	47,404	81,711	516,478	103,825	65,234	91,994	777,531
Lincoln	892	2,530	3,412	6,834	2,322	3,455	2,869	15,480	3,241	2,133	4,125	24,979	1,732	2,150	3,131	31,992
Mercury	6,268	13,127	18,742	38,137	16,883	15,699	17,477	88,196	9,937	13,489	15,099	126,721	23,039	22,381	23,120	195,261
GENERAL MOTORS	141,842	137,321	147,307	426,470	179,449	166,832	166,980	939,731	64,715	103,077	198,476	1,305,999	220,184	159,147	116,127	1,801,457
Buick	25,854	24,642	26,440	76,936	32,175	29,940	30,021	169,072	13,556	20,140	34,342	237,110	35,642	28,516	19,780	321,048
Cadillac	6,028	6,980	7,370	20,378	9,002	8,839	8,860	47,079	7,560	9,367	9,818	73,824	10,868	6,024	6,135	96,851
Chevrolet	69,951	67,861	72,388	210,200	88,263	81,696	81,793	461,952	21,932	42,316	100,241	626,441	114,134	90,506	46,869	877,950
Oldsmobile	18,191	17,265	18,803	54,259	22,771	21,101	21,048	119,179	9,283	14,228	24,536	167,226	26,696	19,425	15,105	228,452
Pontiac	21,818	20,573	22,306	64,697	27,238	25,256	25,258	142,449	12,384	17,026	29,539	201,398	32,844	14,676	28,238	277,156
KAISER-FRAZER	4,131	5,248	5,440	14,819	5,675	5,620	5,760	31,874	6,222	6,184	6,966	51,246	8,612	7,342	8,092	75,292
Frazer	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser	4,131	5,248	5,440	14,819	5,675	5,620	5,760	31,874	6,222	6,184	6,966	51,246	8,612	7,342	8,092	75,292
CROSLEY	229	263	245	737	259	263	232	1,491	.....	.....	.....	1,491	.....	.....	.....	1,491
HUDSON	7,032	6,797	8,732	22,561	6,984	5,460	6,171	41,176	7,069	5,986	6,740	60,971	3,710	5,121	6,546	76,348
NASH	3,332	7,508	12,550	23,390	15,493	17,088	17,456	73,427	3,920	6,903	17,543	101,793	18,875	16,884	14,589	152,141
PACKARD	3,768	5,682	5,994	15,444	6,290	5,985	5,569	33,288	2,348	2,825	5,786	44,247	4,393	5,129	9,220	62,989
STUDEBAKER	20,444	13,172	13,921	47,537	14,694	13,830	13,164	89,225	2,901	4,634	14,261	111,021	21,132	20,254	9,098	161,505
WILLYS	2,845	4,445	5,000	12,290	4,541	4,199	3,803	24,833	1,748	2,455	4,606	33,642	5,340	4,677	5,186	48,845
Total, U. S. Only	284,922	330,939	376,542	992,403	414,507	393,696	394,592	2,195,198	159,562	237,976	440,630	3,033,366	479,896	403,693	420,488	4,337,443

Automotive News Estimates

1952 Trucks — U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	GRAND TOTAL, 1952
CHEVROLET	27,396	25,835	28,422	81,653	30,933	29,238	29,072	170,896	4,535	13,966	25,038	224,435	39,210	35,323	33,182	332,150
CROSLEY	24	32	44	100	53	27	23	203	.....	.....	.....	203	.....	.....	.....	203
DIAMOND T	576	764	668	2,008	780	422	662	3,872	785	679	662	5,998	630	648	77	7,997
DIVCO	326	292	278	896	299	304	272	1,771	155	93	225	2,244	255	134	249	2,882
DODGE	15,633	12,592	13,868	42,093	14,275	14,764	14,596	85,728	7,283	9,093	16,031	118,135	18,518	13,874	12,344	162,871
FEDERAL	159	181	143	483	168	86	120	857	149	120	129	1,255	135	147	123	1,660
FORD	16,045	18,921	22,124	57,090	21,193	20,318	20,271	118,872	10,467	6,272	19,078	154,689	29,827	22,727	29,510	236,753
GMC	9,507	9,323	10,323	29,153	10,757	10,685	10,730	61,325	1,430	7,049	13,185	82,989	13,279	11,186	12,306	119,760
INTERNATIONAL	15,524	14,737	13,997	44,258	12,767	11,571	9,734	78,330	161	9,365	9,600	97,456	9,067	9,626	9,919	126,068
MACK	1,085	1,050	1,141	3,276	935	919	822	5,952	332	615	773	7,672	1,043	702	1,217	10,634
REO	1,639	1,473	1,564	4,676	1,681	1,483	1,437	9,277	1,214	1,230	1,263	12,984	1,488	1,259	1,399	17,130
STUDEBAKER	5,696	5,118	5,662	16,476	5,389	5,319	5,231	32,415	1,087	3,296	5,198	41,996	6,083	4,800	5,776	58,655
WHITE	1,336	1,216	1,250	3,802	1,390	1,001	639	6,832	795	652	943	9,222	932	919	1,080	12,153
WILLYS	9,133	8,919	10,041	28,093	11,141	10,300	10,450	59,984	5,787	6,518	11,357	83,646	13,828	10,995	10,902	119,371
MISCELLANEOUS	1,440	1,277	1,268	3,985	1,324	1,284	1,211	7,804	1,023	881	1,273	10,981	1,511	1,221	1,397	15,110
TOTAL, U. S.	105,519	101,730	110,793	318,042	113,085	107,721	105,270	644,118	35,203	59,829	114,755	853,905	135,806	113,561	120,125	1,223,397

Automotive News Estimates

One glance tells a lot about this new beige and blue beauty. In the low, long sweep of its chrome-keyed lines . . . in its handsome exclusive fittings . . . there's an exciting look that's strictly *custom* calibre!

You see it inside too—in luxurious interiors of original corded nylon and top grain leather, beautifully styled with a decorator's touch to every detail.

But there's more than the look of luxury in the lure of this Coronado. There's the 170 h.p. Fire Dome V-8 in league with fully automatic PowerFlite Drive (newest and best in the industry) to provide the greatest getaway going! There's Full Time Power Steering and Power Brakes, and the road-hugging heft of a sturdier-than-ever frame.

In *every* way, this newest De Soto is the custom car of the year. De Soto Division, Chrysler Corporation.

Coronado's exclusive two-tone glamour: Sahara Beige top over Cadiz Blue—or reversed, if preferred.

With doors removed for the photographer, you see in full view the Coronado's big, roomy, richly appointed interior. Exclusively for this car, mills created new fabrics and weaves to be combined with choice leathers.

Handsome instrument panel harmonizes beautifully with interior colors. At night, silhouette lighting is glare-free, restful.

This striking chrome ensemble appears on both rear fenders, identifying the Coronado as a special model.

DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on Radio and Television . . . NBC networks

Car and Truck Production . . .

Percentage of Year's Total Output for Each Month, 1941-1953

Passenger Car Production, U.S. Only

	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	465,804	7.59	284,922	6.57	500,559	9.39	495,156	7.44	330,731	6.46	317,674	8.12	248,657	6.99	58,575	2.72	403,397	10.96	345,053	7.35
February	485,271	7.91	330,939	7.63	507,125	9.51	380,978	5.72	328,473	6.42	274,499	7.02	264,335	7.44	47,965	2.23	388,203	10.55	334,199	7.16
March	569,036	9.28	376,542	8.68	607,500	11.40	469,839	7.06	404,836	7.92	351,126	8.98	301,853	8.48	91,145	4.23	404,528	10.99	397,378	8.56
April	601,502	9.80	414,507	9.56	506,253	9.50	455,290	6.84	433,095	8.46	305,367	7.80	314,175	8.84	150,206	6.97	367,745	9.99	394,238	8.64
May	545,739	8.90	393,696	9.08	500,868	9.40	580,876	8.72	394,799	7.71	225,162	5.76	285,642	8.03	152,948	7.09	412,773	11.21	388,056	8.43
June	588,658	9.59	394,592	9.10	484,152	9.08	717,343	10.77	496,863	9.71	315,111	8.06	307,028	8.64	144,313	6.69	412,360	11.20	428,936	9.20
July	597,319	9.74	159,562	3.68	381,619	7.16	601,005	9.03	486,220	9.50	359,755	9.20	281,418	7.92	220,321	10.22	340,026	9.23	380,805	8.41
August	517,518	8.44	237,976	5.49	426,702	8.00	681,854	10.24	560,104	10.94	345,121	8.82	255,224	7.18	241,502	11.20	78,193	2.12	371,577	8.05
September	472,707	7.70	440,630	10.16	357,426	6.71	609,763	9.16	534,500	10.44	299,515	7.66	311,185	8.75	239,940	11.13	162,583	4.42	380,916	8.46
October	533,611	8.70	479,896	11.06	413,871	7.76	659,371	9.90	488,779	9.55	376,801	9.63	316,070	8.89	285,562	13.25	287,227	7.80	426,798	9.63
November	361,808	5.90	403,693	9.31	359,682	6.75	503,862	7.57	368,056	7.19	365,118	9.34	305,621	8.60	261,121	12.11	250,624	6.81	353,287	8.17
December	395,850	6.45	420,488	9.69	284,837	5.34	503,173	7.55	291,837	5.70	376,086	9.61	364,457	10.24	262,076	12.16	173,899	4.72	341,412	7.94
Total	6,134,823	100%	4,337,443	100%	5,330,594	100%	6,658,510	100%	5,118,293	100%	3,911,335	100%	3,555,665	100%	2,155,674	100%	3,681,558	100%	4,542,655	100%

Motor Truck Production, U.S. Only

	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	111,949	9.25	105,519	8.63	126,396	8.92	97,685	7.27	113,640	10.04	107,120	7.85	100,978	8.16	54,864	5.83	74,872	8.19	99,225	8.24
February	100,642	8.32	101,730	8.31	113,137	7.99	90,187	6.70	104,591	9.24	108,045	7.92	113,710	9.18	28,692	3.05	75,440	8.25	92,909	7.66
March	132,013	10.91	110,793	9.06	139,468	9.85	110,361	8.21	115,744	10.23	137,717	10.09	115,567	9.33	39,359	4.18	82,855	9.07	109,320	8.99
April	128,836	10.65	113,085	9.24	135,083	9.54	102,972	7.63	105,064	9.28	130,201	9.54	112,747	9.11	81,282	8.64	73,294	8.02	109,173	9.07
May	88,775	7.34	107,721	8.81	140,543	9.92	121,660	9.06	84,470	7.46	109,560	8.03	87,526	7.07	74,650	7.94	84,028	9.19	99,881	8.31
June	75,144	6.21	105,270	8.60	133,163	9.40	134,885	10.04	103,365	9.13	119,168	8.73	92,963	7.51	58,739	6.24	82,730	9.05	100,603	8.32
July	111,047	9.18	35,203	2.88	113,802	8.03	110,548	8.23	98,122	8.67	115,643	8.47	100,314	8.10	93,458	9.94	82,530	9.02	95,630	8.06
August	101,544	8.39	59,829	4.89	122,478	8.65	135,605	10.10	101,757	8.99	114,861	8.36	85,185	6.88	105,506	11.22	54,868	6.00	97,870	8.16
September	95,721	7.91	114,755	9.38	106,077	7.49	109,468	7.70	84,897	7.50	108,944	7.98	118,315	9.56	92,044	9.79	58,506	6.40	98,079	8.19
October	89,105	7.38	135,806	11.10	107,131	7.56	111,418	8.30	80,823	7.14	103,736	7.60	116,547	9.42	109,953	11.69	71,010	7.77	102,836	8.66
November	76,630	6.33	113,561	9.28	94,405	6.67	97,503	7.26	69,377	6.13	107,535	7.88	91,326	7.38	100,552	10.69	80,711	8.83	92,400	7.83
December	98,388	8.13	120,125	9.82	84,699	5.98	127,631	9.50	69,865	6.19	103,227	7.55	102,796	8.30	101,484	10.79	93,406	10.21	100,180	8.51
Total	1,209,794	100%	1,223,397	100%	1,416,382	100%	1,343,923	100%	1,131,695	100%	1,364,957	100%	1,237,974	100%	940,583	100%	914,250	100%	1,198,106	100%

Combined Passenger Car and Truck Production, U. S. Only

	1953 Production	% of Total	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	577,753	7.87	390,441	7.02	626,955	9.29	592,841	7.41	444,371	7.11	424,794	8.05	349,635	7.29	113,439	3.66	478,269	10.41	444,278	7.57
February	585,913	7.98	432,669	7.78	620,262	9.19	471,165	5.89	433,064	6.93	382,544	7.25	378,045	7.89	76,657	2.48	463,643	10.09	427,196	7.28
March	701,049	9.55	487,335	8.76	746,968	11.07	580,200	7.25	520,580	8.33	488,843	9.27	417,420	8.72	130,504	4.22	487,383	10.60	506,698	8.64
April	729,538	9.93	527,592	9.49	641,336	9.51	558,262	6.98	538,159	8.61	435,568	8.26	426,922	8.91	231,488	7.48	441,039	9.89	503,323	8.75
May	634,514	8.64	501,417	9.02	641,411	9.51	702,536	8.78	479,269	7.67	334,722	6.34	373,168	7.79	227,598	7.35	496,801	10.81	487,937	8.42
June	663,802	9.04	499,862	8.99	617,315	9.15	852,228	10.65	600,238	9.60	434,279	8.23	399,991	8.34	203,052	6.56	495,090	10.77	529,539	9.04
July	708,366	9.64	194,765	3.50	495,421	7.34	711,553	8.89	584,342	9.35	475,398	9.01	381,732	7.96	313,779	10.13	422,556	9.30	476,435	8.34
August	619,062	8.43	297,805	5.36	549,180	8.14	817,499	10.22	661,861	10.59	459,182	8.70	340,409	7.10	347,008	11.21	133,061	2.90	469,447	8.07
September	568,428	7.74	555,385	9.99	463,503	6.87	713,231	8.91	619,377	9.91	408,459	7.74	429,500	8.96	331,984	10.72	221,089	4.81	478,995	8.41
October	622,716	8.48	615,702	11.07	521,002	7.72	770,789	9.63	569,602	9.11	480,537	9.11	432,617	9.02	395,515	12.77	358,237	7.79	529,635	9.41
November	438,438	5.97	517,254	9.30	454,087	6.73	601,365	7.51	437,433	7.00	472,653	8.96	396,947	8.28	361,673	11.68	331,335	7.21	445,687	8.07
December	494,238	6.73	540,613	9.72	369,536	5.48	630,804	7.88	361,702	5.79	479,313	9.08	467,253	9.74	363,560	11.74	267,305	5.82	441,591	8.00
	7,344,517	100%	5,560,840	100%	6,746,976	100%	8,002,433	100%	6,249,988	100%	5,276,292	100%	4,793,639	100%	3,096,257	100%	4,595,808	100%	5,740,761	100%

1951 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	89,344	112,050	128,825	330,219	125,477	127,413	134,382	717,491	85,260	104,882	76,678	984,311	92,854	83,919	63,947	1,225,031
Chrysler	9,439	15,471	18,424	43,334	15,517	18,643	17,706	95,200	11,508	13,046	11,019	130,773	12,218	11,876	8,049	162,916
DeSoto	5,430	9,554	10,305	25,289	11,741	14,471	13,403	64,904	9,782	11,878	8,146	94,710	9,063	9,737	6,902	120,412
Dodge	21,504	30,312	36,126	87,942	35,420	31,677	35,822	190,861	20,145	28,018	19,095	258,119	24,005	22,104	16,462	320,690
Plymouth	52,971	56,713	63,970	173,654	62,799	62,622	67,451	366,526	43,825	51,940	38,418	500,709	47,568	40,202	32,534	621,013
FORD MOTOR CO.	116,823	107,777	131,772	356,372	110,389	107,928	98,779	673,468	87,122	94,325	74,753	929,668	93,638	86,648	55,147	1,165,101
Ford	90,503	83,398	104,463	278,364	84,339	83,149	76,564	522,416	67,138	73,598	56,216	719,368	70,663	64,296	46,533	900,860
Lincoln	3,315	1,979	2,724	8,018	2,549	2,492	2,327	15,386	2,200	2,582	1,943	22,111	2,390	28	858	25,387
Mercury	23,005	22,400	24,585	69,990	23,501	22,287	19,888	135,666	17,784	18,145	16,594	188,189	20,585	22,324	7,756	238,854
GENERAL MOTORS	210,689	212,803	249,962	673,454	199,175	208,437	206,174	1,287,240	176,028	175,526	161,764	1,800,558	176,229	154,076	124,634	2,255,497
Buick	35,841	42,224	42,986	121,051	35,986	37,587	37,097	231,721	30,067	31,320	30,053	323,161	33,024	27,549	20,961	404,695
Cadillac	10,300	9,330	10,054	29,684	8,609	8,987	8,858	56,138	8,577	9,364	7,763	81,842	8,770	7,574	5,086	103,272
Chevrolet	109,761	101,340	123,699	334,800	98,798	103,482	102,534	639,614	90,729	84,385	78,188	892,916	84,741	75,595	64,849	1,118,101
Oldsmobile	20,597	28,466	36,120	85,183	25,398	26,401	26,339	163,321	21,640	22,860	20,213	228,034	23,540	19,923	14,137	285,634
Pontiac	34,190	31,443	37,103	102,736	30,384	31,980	31,346	196,446	25,015	27,597	25,547	274,605	26,154	23,435	19,601	343,795
KAISER-FRAZER	14,309	14,618	19,999	48,926	11,983	5,372	4,045	70,326	5,124	5,679	4,612	85,741	5,436	4,878	3,063	99,118
Frazer	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser	14,309	14,618	19,999	48,926	11,983	5,372	4,045	70,326	5,124	5,679	4,612	85,741	5,436	4,878	3,063	99,118
CROSLEY	977	795	725	2,497	402	182	198	3,279	240	313	252	4,084	314	233	159	4,790
HUDSON	19,785	16,690	18,814	55,289	11,473	5,269	1,208	73,239	1,308	3,065	3,447	81,059	6,952	789	4,527	93,327
NASH	10,769	11,746	19,835	42,350	16,684	17,077	15,172	91,283	5,592	16,235	13,799	126,909	12,409	9,847	11,694	160,859
PACKARD	7,432	8,604	9,260	25,296	7,382	6,879	6,433	45,990	3,975	5,714	4,454	60,133	4,570	7,031	4,341	76,075
STUDEBAKER	26,779	19,064	25,205	71,048	19,959	19,922	16,455	127,384	15,920	19,198	15,881	178,383	19,552	10,085	14,550	222,570
WILLYS-OVERLAND	3,652	2,978	3,103	9,733	3,329	2,389	1,306	16,757	1,050	1,765	1,786	21,358	1,917	2,176	2,775	28,226
TOTAL CARS, U. S.	500,559	507,125	607,500	1,615,184	506,253	500,868	484,152	3,106,457	381,619	426,702	357,426	4,272,204	413,871	359,682	284,837	5,330,594

Automotive News Estimates

1951 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	41,244	33,258	43,031	117,533	44,045	46,052	43,575	251,205	37,242	32,610	27,800	348,857	29,290	26,716	21,252	426,115
CROSLEY	76	82	81	239	53	55	31	378	50	53	77	558	64	85	51	758
DIAMOND T	858	888	745	2,491	680	603	586	4,360	575	563	542	6,040	588	517	562	7,707
DIVCO	480	341	391	1,212	369	412	438	2,431	321	407	319	3,478	381	238	277	4,374
DODGE	11,170	14,620	14,052	39,842	14,825	15,592	16,926	87,185	13,717	14,810	12,326	128,038	12,563	14,702	12,367	167,670
FEDERAL	198	137	189	524	200	186	265	1,175	305	306	201	1,987	254	181	202	2,624
FORD	27,408	24,121	34,145	85,674	32,599	32,643	30,567	181,483	25,097	27,878	25,354	259,812	21,250	20,453	15,740	317,255
GMC	12,177	10,819	12,680	35,676	11,153	12,317	11,164	70,310	9,007	9,850	9,681	98,848	10,663	9,618	8,943	128,072
INTERNATIONAL	16,772	14,475	16,578	47,825	12,805	13,941	12,767	87,338	12,456	14,623	12,161	126,578	11,000	4,916	8,945	151,439
MACK	1,586	1,302	1,403	4,291	1,233	1,525	1,300	8,349	1,255	1,130	807	11,541	779	950	872	14,142
REO	1,408	1,378	1,149	3,935	1,616	1,399	1,051	8,001	1,123	1,096	287	10,507	1,640	1,372	1,329	14,848
STUDEBAKER	3,964	3,246	3,872	11,082	4,150	4,448	4,187	23,867	4,574	5,119	4,594	38,154	5,870	3,509	4,281	51,814
WHITE	1,456	1,413	1,660	4,529	1,607	1,521	1,258	8,915	847	1,214	1,168	12,144	1,586	1,684	1,360	16,774
WILLYS-OVERLAND	6,403	6,003	8,003	20,409	8,266	8,419	7,548	44,642	6,027	11,172	9,480	71,321	9,705	8,280	7,490	96,796
MISCELLANEOUS	1,196	1,054	1,489	3,739	1,482	1,430	1,500	8,151	1,206	1,647	1,280	12,284	1,498	1,184	1,028	15,994
TOTAL TRUCKS, U. S.	126,396	113,137	139,468	379,001	135,083	140,543	133,163	787,790	113,802	122,478	106,077	1,130,147	107,131	94,405	84,699	1,416,382

Automotive News Estimates

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H. D. T. COMPANY FACTORS, INC. • ***Creators of the Blue Coral Treatment*** • **WHITE PLAINS, NEW YORK**

DETROIT PUBLIC LIBRARY

Factory Sales and Wholesale Value—U. S. Plants

	PASSENGER CARS Number	PASSENGER CARS Value	MOTOR TRUCKS & BUSES Number	MOTOR TRUCKS & BUSES Value	TOTAL Number	TOTAL Value
1900	4,192	$ 4,899,443	.....	$	4,192	$ 4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
1904	22,130	23,357,692	700	1,272,747	22,830	24,630,439
1905	24,250	38,670,000	750	1,330,000	25,000	40,000,000
1906	33,200	61,460,000	800	1,440,000	34,000	62,900,000
1907	43,000	91,620,000	1,000	1,780,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
1909	123,990	159,765,721	3,297	5,333,683	127,287	165,099,404
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
1914	548,139	420,838,378	24,900	44,219,096	573,039	465,057,474
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,651,625	1,365,395,415	224,731	371,422,820	1,876,356	1,736,818,235
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
1921	1,468,067	1,038,191,037	148,052	166,070,810	1,616,119	1,204,261,847
1922	2,274,185	1,494,513,991	269,991	226,049,658	2,544,176	1,720,563,649
1923	3,624,717	2,196,272,116	409,295	308,537,929	4,034,012	2,504,810,045
1924	3,185,881	1,970,096,559	416,659	318,580,580	3,602,540	2,288,677,139
1925	3,735,171	2,458,370,026	530,659	458,400,277	4,265,830	2,916,770,303
1926	3,783,987	2,640,064,519	516,947	452,123,435	4,300,934	3,092,187,954
1927	2,936,533	2,164,670,891	464,793	420,130,624	3,401,326	2,584,801,515
1928	3,775,417	2,572,599,143	583,342	460,108,903	4,358,759	3,032,708,046
1929	4,455,178	2,790,614,309	881,909	622,533,897	5,337,087	3,413,148,206
1930	2,787,456	1,644,083,152	575,364	390,752,061	3,362,820	2,034,835,213
1931	1,948,164	1,108,246,698	432,262	265,444,618	2,380,426	1,373,691,316
1932	1,103,557	616,860,347	228,303	137,624,157	1,331,860	754,484,504
1933	1,560,599	773,424,963	329,218	175,380,863	1,889,817	948,805,826
1934	2,160,865	1,140,478,174	576,205	326,781,688	2,737,070	1,467,259,862
1935	3,273,874	1,707,836,325	697,367	380,997,330	3,971,241	2,088,833,655
1936	3,679,242	2,014,747,225	782,220	463,719,466	4,461,462	2,478,466,691
1937*	3,929,203	2,240,912,620	891,016	537,314,633	4,820,219	2,778,227,253
1938	2,019,566	1,241,032,295	488,841	329,917,646	2,508,407	1,570,949,941
1939	2,888,512	1,770,231,597	700,377	489,786,701	3,588,889	2,260,018,298
1940	3,717,385	2,370,654,083	754,901	567,820,414	4,472,286	2,938,474,497
1941	3,779,682	2,567,205,996	1,060,820	1,069,799,855	4,840,502	3,637,005,851
1942	222,862	163,813,559	818,662	1,427,456,801	1,041,524	1,591,270,360
1943	139	101,799	699,689	1,451,794,475	699,828	1,451,896,274
1944	610	446,704	737,524	1,700,928,939	738,134	1,701,375,643
1945	69,532	57,254,655	655,683	1,181,955,532	725,215	1,239,210,187
1946	2,148,699	1,979,781,084	940,866	1,043,247,276	3,089,565	3,023,028,360
1947	3,558,178	3,936,017,000	1,239,443	1,731,713,000	4,797,621	5,667,730,000
1948	3,909,270	4,870,423,000	1,376,274	1,880,475,000	5,285,544	6,750,898,000
1949	5,119,466	6,650,857,000	1,134,185	1,394,035,000	6,253,651	8,044,892,000
1950	6,665,863	8,468,137,000	1,337,193	1,707,748,000	8,003,056	10,175,885,000
1951	5,338,435	7,241,275,000	1,426,828	2,323,859,000	6,765,263	9,565,134,000
1952	4,320,794	6,455,114,000	1,218,165	2,319,789,000	5,538,959	8,774,903,000
1953†	6,121,787	9,003,836,000	1,206,253	2,111,532,000	7,328,040	11,115,368,000
TOTALS	110,318,252	96,018,210,185	25,692,491	30,754,618,984	136,010,743	126,772,829,169

†Preliminary estimate.

NOTES: Passenger car and truck totals, units and value, have been revised for years 1928 to 1939 inclusive, in order to make the classifications of all vehicles comparable with the post-War II years 1946 to date. In addition, some other adjustments have been made making for greater accuracy and comparability in units and value from 1928 to date.
A substantial part of the trucks and buses reported comprises chassis only, without bodies; hence the value of bodies for these chassis is not included.
Federal excise taxes are excluded in all years.
Table above includes sales of military vehicles.
*Beginning with year 1937, standard equipment is included in the values reported.

SOURCE: Automobile Manufacturers' Association.

Alltime U.S. Car-Output Records by Makes

	Year	Total
CHRYSLER		
Chrysler	1950	164,697
DeSoto	1953	129,963
Dodge	1950	326,928
Plymouth	1953	662,515
FORD		
Ford	1923	1,817,891
Lincoln	1948	43,688
Mercury	1950	334,081
GENERAL MOTORS		
Buick	1950	552,827
Cadillac	1950	110,535
Chevrolet	1950	1,520,583
Oldsmobile	1950	396,757
Pontiac	1950	467,655
KAISER MOTORS		
Kaiser	1948	181,803
Willys	1928	314,437
HUDSON	1929	300,962
NASH	1950	189,543
PACKARD	1948	109,000
STUDEBAKER	1950	268,145

Production Versus Registrations By Makes for 1953

Passenger Cars

	Total 1953 Production	Percent of Total Production	Percent of Production Registered	Total 1953 Registrations	Percent of Total 1953 Registrations
CHRYSLER	1,246,602	20.32	93.48	1,165,357	20.30
Chrysler	160,410	2.61	95.85	153,756	2.68
DeSoto	129,963	2.12	94.14	122,342	2.13
Dodge	293,714	4.79	98.33	288,812	5.03
Plymouth	622,515	10.80	90.63	600,447	10.46
FORD	1,546,518	25.21	93.32	1,443,153	25.15
Ford	1,184,187	19.30	94.26	1,116,267	19.45
Lincoln	41,962	.69	93.34	39,169	.68
Mercury	320,369	5.22	89.81	287,717	5.02
GENERAL MOTORS	2,799,615	45.63	92.39	2,586,697	45.07
Buick	485,353	7.91	93.61	454,320	7.92
Cadillac	103,538	1.69	95.24	98,612	1.72
Chevrolet	1,477,299	24.08	90.87	1,342,480	23.39
Oldsmobile	319,414	5.20	95.67	305,593	5.32
Pontiac	414,011	6.75	93.16	385,692	6.72
KAISER	*21,987	.36	152.52	33,535	.59
HUDSON	76,331	1.24	87.51	66,797	1.16
NASH	135,394	2.21	101.56	137,507	2.40
PACKARD	81,400	1.33	87.32	71,079	1.24
STUDEBAKER	186,484	3.04	86.47	161,257	2.81
WILLYS	40,492	.66	104.79	42,433	.74
MISCELLANEOUS	.....	....	....	31,174	.54
TOTALS	6,134,823	100%	93.55	†5,738,989	100%

* Includes Henry J. † Includes Miscellaneous registration.

Commercial Cars

	Total 1953 Production	Percent of Total Production	Percent of Production Registered	Total 1952 Registrations	Percent of Total 1952 Registrations
CHEVROLET	361,833	29.91	90.64	327,960	35.25
DIAMOND T	8,059	.67	42.16	3,398	.37
DIVCO	3,038	.25	84.56	2,569	.27
DODGE	105,248	8.70	78.24	82,345	8.85
FEDERAL	2,430	.20	40.58	986	.10
FORD	317,148	26.21	83.88	266,027	28.60
GMC	114,927	9.50	71.61	82,296	8.85
INTERNATIONAL	121,552	10.05	78.49	95,404	10.25
MACK	11,456	.95	60.41	6,890	.74
REO	15,259	1.26	22.92	3,498	.38
STUDEBAKER	31,596	2.61	71.13	22,473	2.42
WHITE	14,079	1.16	87.09	12,261	1.32
WILLYS	88,654	7.33	19.98	17,712	1.90
MISCELLANEOUS	14,515	1.20	44.73	6,493	.70
TOTALS	1,209,794	100%	76.90	930,312	100%

Each Truck Maker's Share of Output . . .

How They Fared in '53-'52

(U. S. TRUCK PRODUCTION)

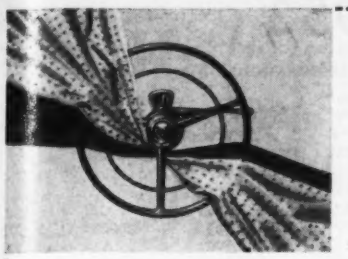
	Total Output 1953	Pct. of 1953 Total	Total Output 1952	Pct. of 1952 Total	Gain or Loss
CHEVROLET	361,833	29.9	332,150	27.1	+2.8
DIAMOND T	8,059	0.7	7,997	0.7	.....
DIVCO	3,038	0.3	2,882	0.2	+0.1
DODGE	105,248	8.7	162,871	13.3	—4.6
FEDERAL	2,430	0.2	1,660	0.1	+0.1
FORD	317,148	26.2	236,753	19.4	+6.8
GMC	114,927	9.5	119,760	9.8	—0.3
INTERNATIONAL	121,552	10.0	126,068	10.3	—0.3
MACK	11,456	0.9	10,634	0.9	.....
REO	15,259	1.3	17,130	1.4	—0.1
STUDEBAKER	31,596	2.6	58,655	4.8	—2.2
WHITE	14,079	1.2	12,153	1.0	+0.2
WILLYS	88,654	7.3	119,371	9.8	—2.5
MISCELLANEOUS	14,515	1.2	15,313	1.2	.....
Total Trucks, U. S.	1,209,794	100.0	1,223,397	100.0	

Each Car Maker's Share of Output . . .

How They Fared in '53-'52

(U. S. CAR PRODUCTION)

	Total Output 1953	Pct. of 1953 Total	Total Output 1952	Pct. of 1952 Total	Gain or Loss
CHRYSLER	1,246,602	20.3	952,591	21.9	—1.6
Chrysler	160,410	2.6	120,678	2.8	—0.2
DeSoto	129,963	2.1	97,558	2.2	—0.1
Dodge	293,714	4.8	259,519	6.0	—1.2
Plymouth	662,515	10.8	474,836	10.9	—0.1
FORD	1,546,518	25.3	1,004,784	23.2	+2.1
Ford	1,184,187	19.3	777,531	17.9	+1.4
Lincoln	41,962	0.7	31,992	0.8	—0.1
Mercury	320,369	5.3	195,261	4.5	+0.8
GENERAL MOTORS	2,799,615	45.6	1,801,457	41.5	+4.1
Buick	485,353	7.9	321,048	7.4	+0.5
Cadillac	103,538	1.7	96,851	2.2	—0.5
Chevrolet	1,477,299	24.1	877,950	20.2	+3.9
Oldsmobile	319,414	5.2	228,452	5.3	—0.1
Pontiac	414,011	6.7	277,156	6.4	+0.3
Total Big Three	5,592,735	91.2	3,758,832	86.6	+4.6
KAISER MOTORS	62,479	1.1	124,137	2.8	—1.7
Kaiser	21,987	0.4	75,292	1.7	—1.3
Willys	40,492	0.7	48,845	1.1	—0.4
CROSLEY	.....	.....	1,491	0.1	.....
HUDSON	76,331	1.2	76,348	1.8	—0.6
NASH	135,394	2.2	152,141	3.5	—1.3
PACKARD	81,400	1.3	62,989	1.5	—0.2
STUDEBAKER	186,484	3.0	161,505	3.7	—0.7
Total Independents	542,088	8.8	578,611	13.4	—4.6
Total Cars, U. S.	6,134,823	100.0	4,337,443	100.0	



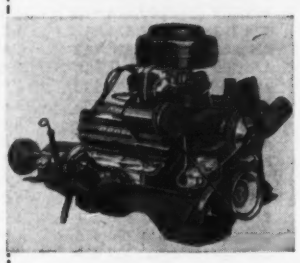
elegant

and looks it!

In every smart, sparkling detail, the '54 Dodge is an elegant car. Outside, it has new size, new sleekness, new grace. Distinctive, color-harmonized interiors feature luxurious Jacquard fabrics, the first time this exclusive cloth has been used in any medium-priced car. Here is a car styled to command admiration and desire . . . a car designed to give Dodge Dealers a product of smartness and quality far beyond its price and whose popularity and saleability add up to a good, steady profit.

powerful

and acts it!



The famous Dodge Red Ram V-8, now stepped up to 150-h.p., gives even greater response, smoothness and all-around safety. Official proof of its power and ruggedness came on the Bonneville Salt Flats. The '54 Dodge set 196 official AAA records for endurance and stamina, speed and acceleration. In one continuous 72-hour stretch Dodge covered 6,576 miles at full throttle! Now teamed up with fully-automatic PowerFlite, the Red Ram V-8 gives Dodge a tremendous new power punch—a powerful new sales punch!

economical

and proves it!

Dodge has proved its economy in official economy tests . . . proved its endurance and stamina in official, AAA performance trials. Never before, in all competitive tests, has a manufacturer offered its dealers such sales ammunition on performance, engineering excellence, economy, dependability and value. What a promise of motoring pleasure this '54 Dodge makes its owners . . . and what a promise of rich rewards it makes to the men who sell it!

Royal V-8 Four-Door Sedan

'54 DODGE

Dodge Makes Big News—Wins New Friends

The '54 Dodge is "hot"! Dodge Dealers all over the country report enthusiastically of the new respect, new popularity, *new sales* their '54 Dodge is making with its new style, new power, new performance. This points up the fact that the Dodge franchise, along with the excellent Plymouth selling agreement, is a long-range, profitable business opportunity. A limited number of Dodge franchises are now available. If you are interested, write Dodge Division, Chrysler Corporation, Detroit 31, Mich.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

Motor Vehicle Manufacture and Use, 1904-1953

	MOTOR VEHICLE PRODUCTION (FACTORY SALES)								MOTOR VEHICLE REGISTRATIONS				
	Passenger Cars		Motor Trucks		Total		Replacement Parts Wholesale Value, Domestic Market	Motor Dealers, Vehicle Number (Yr. End)				Vehicle Miles Traveled (000,000 omitted)	Special Motor User Taxes (000 omitted)
	Number	Wholesale Value (000 omit'd)	Number**	Wholesale Value	Number	Wholesale Value			Passenger† Cars	Motor Trucks	Total**		
1904	22,130	$ 23,357	700	$ 1,272,000	22,830	$ 24,630,000	.....	.....	54,500	700	55,290	.....	.....
1909	123,990	159,765	3,297	5,333,000	127,287	165,099,000	.....	8,402	305,950	6,050	312,000	.....	.....
1914	548,139	420,838	24,900	44,219,000	573,039	465,057,000	.....	17,353	1,664,003	99,015	1,763,018	.....	.....
1919	1,651,625	1,365,395	224,731	371,422,000	1,876,356	1,736,818,000	.....	30,771	6,679,133	897,755	7,576,888	.....	.....
1920	1,905,560	1,809,170	321,789	423,249,000	2,227,349	2,232,420,000	.....	.....	8,131,522	1,107,639	9,239,161	.....	.....
1921	1,468,067	1,038,191	148,052	166,070,000	1,616,199	1,204,261,000	.....	.....	9,212,158	1,281,508	10,493,666	55,000	$ 275
1922	2,274,185	1,494,513	269,991	226,049,000	2,544,176	1,720,563,000	.....	.....	10,704,076	1,569,523	12,273,599	.....	331
1923	3,624,717	2,196,272	409,295	308,537,000	4,034,012	2,504,810,000	.....	.....	13,253,019	1,849,086	15,102,105	.....	440
1924	3,185,881	1,970,096	416,659	318,580,000	3,602,540	2,288,677,000	.....	46,072	15,436,102	2,176,838	17,612,940	.....	507
1925	3,735,171	2,458,370	530,659	458,400,000	4,254,830	2,916,770,000	.....	.....	17,439,701	2,483,215	19,940,724	.....	597
1926	3,783,987	2,640,064	516,947	452,123,000	4,300,934	3,092,187,000	.....	.....	19,220,885	2,807,354	22,052,559	141,000	622
1927	2,936,533	2,164,670	464,793	420,130,000	3,401,326	2,584,801,000	.....	.....	20,142,120	2,969,780	23,139,559	.....	676
1928	3,775,417	2,572,599	583,342	460,108,903	4,358,759	3,032,708,046	.....	51,471	21,308,159	3,171,542	24,511,683	.....	717
1929	4,455,178	2,790,614	881,909	622,533,897	5,337,087	3,413,148,206	.....	42,488	23,060,421	3,408,088	26,502,508	.....	849
1930	2,787,456	1,644,083	575,364	390,752,061	3,362,820	2,034,835,213	.....	48,658	22,972,745	3,518,747	26,531,999	.....	924
1931	1,948,164	1,108,246	432,262	265,444,618	2,380,426	1,373,691,316	.....	43,708	22,330,402	3,489,756	25,862,038	216,000	960
1932	1,103,557	616,860	228,303	137,624,157	1,331,860	754,484,504	.....	39,370	20,832,357	3,256,776	24,132,609	.....	990
1933	1,560,599	773,424	329,218	175,380,863	1,889,817	948,805,826	$ 234,000,000	35,265	20,586,284	3,245,505	23,876,707	.....	1,126
1934	2,160,865	1,140,478	576,205	326,781,688	2,737,070	1,467,259,862	300,000,000	37,238	21,472,078	3,430,396	24,954,004	.....	1,199
1935	3,273,874	1,707,836	697,367	380,997,330	3,971,241	2,088,833,655	373,000,000	41,201	22,494,884	3,675,865	26,229,743	.....	1,299
1936	3,679,242	2,014,747	782,220	463,719,466	4,661,462	2,478,466,691	454,000,000	43,461	24,108,236	4,001,464	28,172,318	252,000	1,458
1937	3,929,203	2,240,912	891,016	537,314,633	4,820,219	2,778,227,253	462,000,000	46,224	25,390,773	4,249,219	29,706,158	270,000	1,605
1938	2,019,566	1,241,032	488,841	329,917,646	2,508,407	1,570,949,941	361,000,000	41,992	25,167,030	4,210,477	29,442,705	271,000	1,550
1939	2,888,512	1,770,231	700,377	489,786,701	3,588,889	2,260,018,298	460,000,000	41,870	26,139,526	4,406,702	30,615,087	285,000	1,693
1940	3,717,385	2,370,654	754,901	567,820,414	4,472,286	2,938,474,497	553,000,000	41,790	27,372,397	4,590,386	32,035,424	302,000	1,873
1941	3,779,682	2,567,205	1,060,820	1,069,799,855	4,840,502	3,637,005,851	718,000,000	40,537	29,524,101	4,859,244	34,472,145	333,000	2,186
1942	222,862	163,813	818,662	1,427,456,801	1,041,524	1,591,270,360	472,000,000	34,270	27,976,259	4,887,067	33,002,600	267,000	2,066
1943	139	101	699,689	1,451,794,475	699,828	1,451,896,274	528,000,000	33,000	26,009,073	4,726,737	30,888,134	207,000	1,659
1944	610	446	737,524	1,700,928,939	738,134	1,701,375,643	789,000,000	31,930	25,566,464	4,760,250	30,479,306	212,000	1,718
1945	69,532	57,254	655,683	1,181,955,532	725,215	1,239,210,187	1,038,000,000	32,439	25,793,493	5,079,802	31,035,420	249,000	1,926
1946	2,148,699	1,979,781	940,866	1,043,247,276	3,089,565	3,023,028,360	1,750,000,000	36,354	28,213,336	5,986,081	34,373,002	341,000	2,570
1947	3,558,178	3,936,017	1,239,443	1,731,713,000	4,797,621	5,667,730,000	2,309,000,000	40,410	30,845,350	6,808,691	37,841,498	371,000	3,075
1948	3,909,270	4,870,423	1,376,274	1,880,475,000	5,285,544	6,750,898,000	2,451,000,000	43,004	33,350,894	7,537,911	41,085,531	398,000	3,473
1949	5,119,466	6,650,857	1,134,185	1,394,035,000	6,253,651	8,044,892,000	1,810,000,000	49,173	35,453,351	8,028,016	44,690,296	424,000	3,825
1950	6,665,863	8,468,137	1,337,193	1,707,748,000	8,003,056	10,175,885,000	1,882,000,000	45,918	40,333,591	8,637,969	49,195,212	458,000	4,359
1951	5,338,435	7,241,275	1,426,828	2,323,859,000	6,765,263	9,565,134,000	1,399,000,000	46,251	42,682,591	9,035,754	51,948,806	490,438	4,705
1952	4,320,794	6,455,114	1,218,165	2,319,789,000	5,538,959	8,774,903,000	2,164,000,000	46,271	43,810,531	9,243,820	53,294,493	521,741	5,305
1953*	6,121,787	9,003,836	1,206,253	2,111,532,000	7,328,040	11,115,358,000	1,900,000,000	48,155	45,035,000	9,460,000	54,745,000	547,500	5,725

*Preliminary. **Includes buses. †Publicly owned vehicles included since 1942.

Source: Automobile Manufacturers Assn.

Motor Vehicle Factory Sales from Plants in U. S., Canada

	PLANTS IN UNITED STATES				PLANTS IN CANADA (Including Imports from U. S.)			U. S. and
	U. S. Total	Exports to Canada	Other Exports	Net U. S. Market	Canada Total	Exports	Canadian Market	Canada Net Total
PASSENGER CARS:								
December, 1952	418,983	1,038	11,788	406,157	29,927	1,552	19,375	438,872
12 Months, 1952	4,320,794	13,984	153,064	4,153,746	297,535	38,126	259,409	4,604,313
January, 1953	453,319	1,598	16,592	435,129	28,123	3,602	24,521	479,844
February	486,071	1,992	16,639	467,440	34,971	3,761	31,210	519,050
March	566,320	3,371	16,988	545,961	40,550	4,067	36,483	603,499
April	596,633	3,857	14,805	577,971	40,090	3,065	37,025	632,866
May	549,677	3,571	14,562	531,544	39,605	3,330	36,275	585,711
June	587,549	2,947	13,776	570,826	40,464	3,215	37,249	625,066
July	599,134	2,484	14,780	581,870	40,036	3,709	36,327	636,686
August	513,457	933	11,469	501,055	19,096	1,852	17,244	531,620
September	475,289	522	9,030	465,737	27,842	3,680	24,162	502,609
October	528,088	400	11,431	516,257	29,173	5,200	23,973	556,861
November	378,406	632	7,780	369,994	16,485	2,668	13,817	394,259
December	387,844	829	15,171	371,844	27,147	2,268	24,879	414,162
12 Months, 1953	6,121,787	23,136	163,023	5,935,628	383,582	40,417	343,165	6,482,233
MOTOR TRUCKS:								
December, 1952	116,214	271	11,895	104,048	10,029	3,510	6,519	125,972
12 Months, 1952	1,212,790	3,946	157,720	1,051,124	153,777	37,629	116,148	1,362,621
January, 1953	111,599	252	13,468	97,879	9,646	1,597	8,049	120,993
February	96,740	300	10,228	86,212	10,097	1,418	8,679	106,537
March	134,129	533	11,553	122,043	14,713	1,552	13,161	148,309
April	126,754	448	11,519	114,787	16,710	2,252	14,458	143,016
May	93,443	535	10,475	82,433	15,071	1,776	13,295	107,979
June	74,063	351	7,649	66,063	12,925	1,835	11,090	86,637
July	105,622	588	12,246	92,788	11,746	2,272	9,474	116,780
August	101,478	387	11,180	89,911	5,083	1,132	3,951	106,174
September	98,051	341	10,791	86,919	7,995	2,189	5,806	105,705
October	91,955	278	12,136	79,541	7,400	2,186	5,214	99,077
November	73,710	241	8,688	64,781	4,331	684	3,647	77,800
December	94,652	351	14,077	80,224	7,650	909	6,741	101,951
12 Months, 1953	1,202,196	4,605	134,010	1,063,581	123,357	19,802	103,565	1,320,958
MOTOR COACHES:								
December, 1952	231	23	19	189	26	..	25	234
12 Months, 1952	5,375	135	737	4,503	404	..	404	5,644
January	254	5	31	218	10	..	10	259
February	190	..	1	189	2	..	2	192
March	236	1	46	189	3	..	3	238
April	145	1	3	141	9	..	9	153
May	367	6	22	339	18	..	18	379
June	380	1	20	359	26	..	26	405
July	376	..	8	368	5	..	5	381
August	447	1	39	407	12	..	12	458
September	348	4	..	344	46	..	46	390
October	519	9	14	496	62	..	62	572
November	371	41	42	288	45	..	45	375
December	424	4	27	393	33	..	33	453
12 Months, 1953	4,057	73	253	3,731	271	..	271	4,255
TOTAL MOTOR VEHICLES:								
December, 1952	535,428	1,332	23,708	510,388	30,982	5,062	25,920	565,078
12 Months, 1952	5,538,959	18,065	311,521	5,209,373	451,716	75,755	375,961	5,972,578
January, 1953	565,172	1,855	30,091	533,226	37,779	5,199	32,580	601,096
February	583,001	2,292	26,868	553,841	45,070	5,179	39,891	625,779
March	700,685	3,905	28,587	668,193	55,266	5,619	49,647	752,046
April	723,532	4,306	26,327	692,899	56,809	5,317	51,492	776,035
May	643,487	4,112	25,059	614,316	54,694	5,106	49,588	694,069
June	661,992	3,299	21,445	637,248	53,415	5,050	48,365	712,108
July	705,132	3,072	27,034	675,026	51,787	5,981	45,806	753,847
August	615,382	1,321	22,688	591,373	24,191	2,984	21,207	638,252
September	573,688	867	19,821	553,000	35,883	5,869	30,014	608,704
October	620,562	687	23,581	596,294	36,635	7,386	29,249	655,510
November	452,487	914	16,510	435,063	20,861	3,352	17,509	472,434
December	482,920	1,184	29,275	452,461	34,830	3,177	31,653	516,566
12 Months, 1953	7,328,040	27,814	297,286	7,002,940	507,220	60,219	447,001	7,807,446

Source: Automobile Manufacturers Assn.

State Size and Weight Restrictions

January 1, 1954

State	Hgt.	LENGTH: Single Unit	LENGTH: Tractor Semitrailer	LENGTH: Other Combinations	Maximum Axle Load in Pounds	Maximum* Gross Weight in Pounds: Tractor Semitrailer: Single Axle	Tractor Semitrailer: Tandem	Combinations
Ala.	12'6"A	35B-1	45	N.P.	18,000S	45,000	55,300	N.P.
Ariz.	13'6"	40	65	65	18,000	45,000	68,000***	76,800
Ark.	12'6"A	35B-1	50	50	18,000	45,000	56,000***P	56,000P
Calif.	13'6"	35V, B-1	60T-2	60	18,000	45,000	68,000***	76,800
Colo.	12'6"	35V, B-1	60	60	18,000	45,000	67,200***	75,200
Conn.	12'6"	45	45	N.P.	22,400	50,000	60,000	N.P.
Del.	12'6"A	35B-3	50	60	20,000S-1	49,000	60,000	60,000
D. of C.	12'6"	35	50	50	22,000	53,000	63,890	65,400
Fla.	12'6"A	40V	50	50	20,000S-2 M-1	53,000	70,000***	70,000
Ga.	13'6"	35B-1	45	45	18,000	45,000	55,300	55,300
Id.	14'	35B-D	60	65	18,000S-3K	45,000K	67,500***K	72,000K
Ill.	13'6"	42	45	45	18,000S-3	45,000	59,000	72,000
Ind.	12'6"A	36B-1	50	50	18,000S-3	45,000	72,000***	72,000
Ia.	12'6"A	35V, B-1	45	N.P.	18,000	45,000	65,478	65,478
Kans.	12'6"A	35V, B-1	50	50	18,000	45,000	63,890***	63,890
Ky.	12'6"	35	45	N.P.	18,000S	42,000	42,000	N.P.
La.	12'6"A	35V, B-1	50	60	18,000	36,000P	64,000***P	68,000P
Me.	12'6"H	45H	45H	45H	22,000S	50,000	50,000	50,000
Md.	12'6"A	55	55	55	22,400	53,800	65,000	65,000
Mass.	N.R.	35B-D	45	N.S.	22,400S-3	50,000	50,000	N.P.
Mich.	12'6"A	35B-1	50	50	18,000S-1	45,000	67,000***D	111,000D
Minn.	12'6"	40	45	45	18,000	45,000	65,000***	66,500
Miss.	12'6"A	35V, B-1	45	45	18,000S-4	45,000	52,650	52,650
Mo.	12'6"	35V, B-1	45	45	18,000S	45,000	60,010	60,010
Mont.	13'6"	35B-1	60	60	18,000	45,000	63,890***	76,800
Neb.	12'6"A	35V, B-1	50	50	18,900M	45,000	64,650***	64,650M-3
Nev.	N.R.	N.R.	N.R.	N.R.	18,000	45,000	68,000***	76,800
N. H.	13'6"	35B-D	45	45	22,000	50,000	50,000	50,000
N. J.	13'6"	35	45	50	22,400	53,800	60,000	60,000
N. M.	12'6"	40	65	65	18,000S	45,000	63,000***	76,800
N. Y.	13'	35	50	50	22,400S-3	53,800	63,000	63,000
N. C.	12'6"A	35V, B-1	48	48	18,000M-2	46,200M	58,800M	58,800M
N. D.	12'6"	35V, B-1	47'6"Q	47'6"Q	18,000S-2	45,000	59,250	59,250
Ohio	12'6"A	35V, B-1	45T	60	19,000S-5	47,000	69,200***W	78,000W
Okla.	13'6"A-1	35B-2	50	50	18,000S-5	45,000	60,000***	60,000
Ore.	12'6"A	35	50T	50C	18,000S	45,000	73,000***L	76,000
Pa.	12'6"A	35V, B-1	45	50	20,000	45,000	45,000	62,000
R. I.	12'6"	40	50	50	22,400S-3	50,000	50,000	88,000E
S. C.	12'6"	40V-1	50	50	22,000	50,900	70,279***G	70,279G
S. D.	13'	35V, B-1	50	50	18,000S	45,000	64,650***	64,650
Tenn.	12'6"	35B-1	45	45	18,000	45,000	55,980	55,980
Tex.	13'6"	35B-1	45	45	18,000S-5	45,000	58,420	58,420
Utah	14'	45	60T-1	60T-1	18,000	45,000	71,400***	79,900
Vt.	12'6"	50	50	50	N.S.-S	50,000	50,000	50,000
Va.	12'6"A	35B-1	45	45F	18,000D-1	40,000D-1	50,000D-1	50,000D-1
Wash.	12'6"A-2	35B-D	60T-2	60T-2	18,000S-6	45,000	65,000***	72,000
W. Va.	12'6"A	35V, B-1	45	45	18,000	45,000	60,010***	73,280
Wis.	12'6"A	35B-1	50	50	19,500S-3X	48,000X	68,000***X	68,000X
Wyo.	13'	40	60	60	18,000	45,000	68,000***	73,950

FOOTNOTES:

* — Maximum Practical Gross (see third paragraph General Remarks).

*** — 3-axle tractor with tandem axle semi-trailer.

A—Auto transporters allowed 13½'; A-1: 13'; A-2: 12'10" allowed on 10:22 tires.

B—Buses with 3 axles permitted 40'.

B-1—Buses permitted 40'; B-2: 45'; B-3: 42'.

C—State Highway Department may permit 60'.

D—On designated highways.

D-1—16,000 lb. axle limit and 35,000 lb. maximum gross limit on all but "Heavy Duty Highways".

E—3-axle truck with 3-axle trailer.

F—Exclusive of coupling.

G—Includes 10% tolerance.

H—Height and Length subject to 1'6" tolerance.

K—Plus 3% tolerance on axle weight and 8% tolerance on gross weight.

L—Permit required for gross weight over 60,000 lbs.

M—Includes 5% overload tolerance.

M-1—Plus 10% tolerance.

M-2—Plus 1000 pounds tolerance; M-3—Plus 3% Tolerance.

N. P.—Not Permitted.

N. R.—No Restriction.

N. S.—Not Specified.

P—Plus weight on front axle.

Q—Includes 5% tolerance.

S—Subject to 600 lb. per inch tire requirements; S-1: 700 lb.; S-2: 550 lb.; S-3: 800 lb.; S-4 on tires 7:75 and larger; S-5: 650 lb.; S-6: 600 lb.

T—Trailer limited to 35'; T-1: 45'; T-2: 40'.

V—Vehicles over 35' must have 3 axles.

W—With tandem axles spaced more than 4' apart.

X—Includes 1,500 lb. tolerance single axle; tandem, 2,000 lb.

Y—With permit.

Source: Truck-Trailer Manufacturers Assn., Inc.

Multimillion-dollar

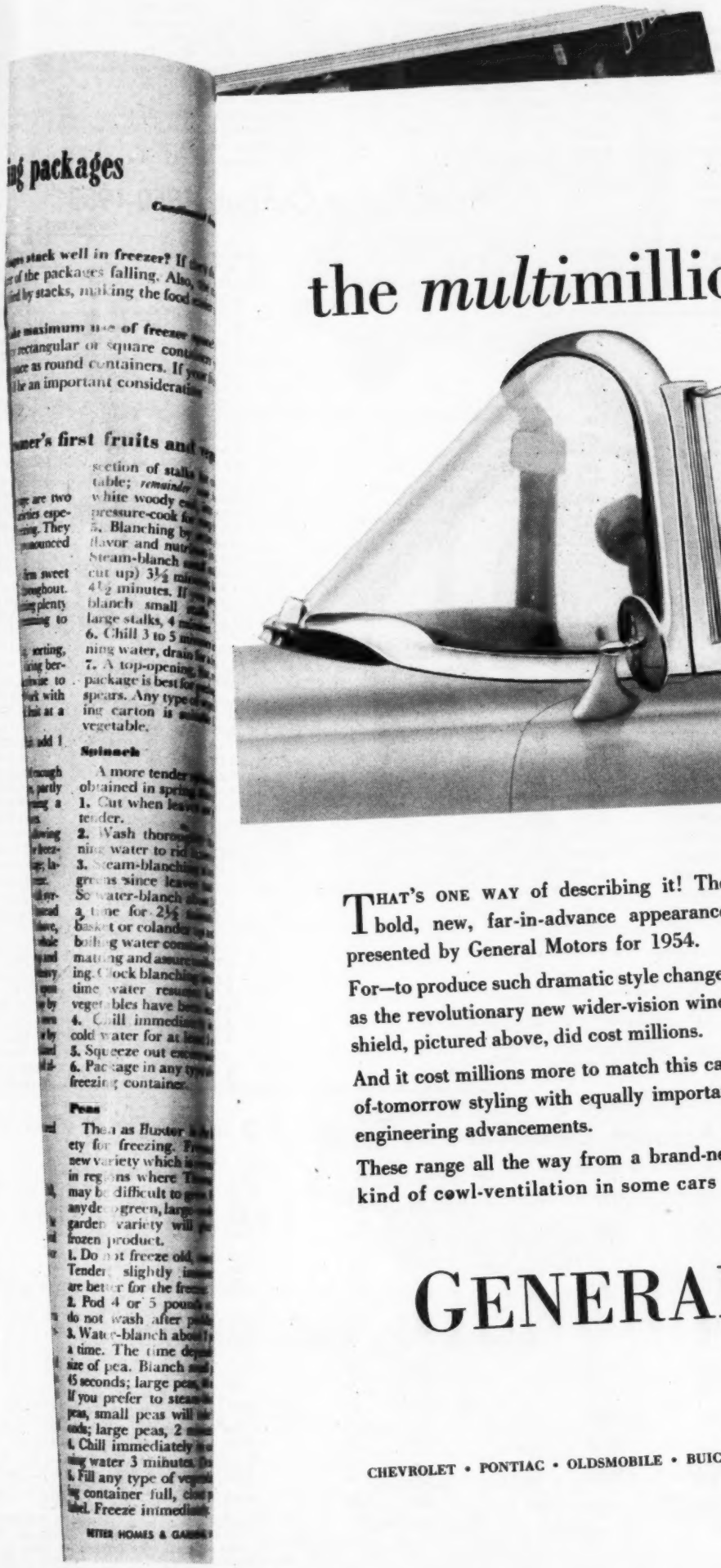
MESSAGE

to your motorcar market!

Here's a high-compression advertisement, that packs power in every cylinder!

In dramatic picture, in dramatic copy, it tells the General Motors sales story for 1954. The story of bold, new, far-in-advance styling matched by equally important engineering advancements!

Yet this is just one of a series of similar high-sales-power advertisements (appearing in leading magazines, usually in four colors) which adds up to a multimillion-dollar effort to help you convince your local car buyers that—in style, in engineering—General Motors leads the way.



the *multi*million-dollar look!

"Be careful—drive safely"

THAT'S ONE WAY of describing it! The bold, new, far-in-advance appearance presented by General Motors for 1954.

For—to produce such dramatic style changes as the revolutionary new wider-vision windshield, pictured above, did cost millions.

And it cost millions more to match this car-of-tomorrow styling with equally important engineering advancements.

These range all the way from a brand-new kind of cowl-ventilation in some cars to improved high-compression engines in all cars, including the most powerful, most economical V8's. Not to mention even smoother automatic transmissions, plus GM Safety Power Steering, GM Power Brakes, and GM Car Air Conditioning.

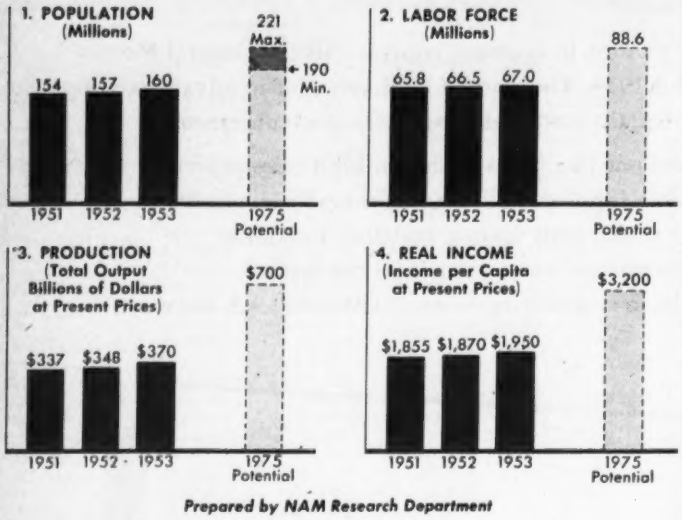
Because of all this—because General Motors has gladly paid the price of leadership—this year more than ever before in all history—the key to a General Motors car is your key to greater value.

GENERAL MOTORS

leads the way

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH

1953 Achievements and 1975 Prospects



Prepared by NAM Research Department

NAM Looks Into Crystal Ball—

Fathoming the potentialities of the American market in the years ahead, the National Assn. of Manufacturers has prepared a chart which shows that, barring unforeseen circumstances, there is reason to believe that by 1975 Americans will enjoy a higher standard of living than ever. The population is expected to reach 190 million by 1975, the labor force will rise by 22 million persons, production should be about $700 billion annually, and the average income will climb from the present $1,950 per person to about $3,200 per person. NAM also predicts that many goods now considered luxuries will become commonplace, and that there also will be an abundance of leisure time.

Market Pulse

	Car Production Wholesale Value Millions of $	National Income Billions of $	Ratio of Output to National Income
1953*	8,200	300	2.73%
1952	6,574	290.4	2.26%
1951	7,371	277.6	2.66%
1950	8,633	239.2	3.61%
1949	6,768	216.3	3.13%
1948	4,853	223.5	2.18%
1947	3,964	198.7	2.00%
1946	1,980	180.3	1.10%
1945	57	182.7	.....
1944	.....	183.8	.....
1943	.....	169.6	.....
1942	164	137.1	.....
1941	2,567	103.8	2.48%
1940	2,371	81.3	2.92%
1939	1,765	72.5	2.44%
1938	1,237	67.3	1.84%
1937	2,244	73.6	3.15%
1936	2,016	64.7	3.11%
1935	1,709	56.7	3.01%
1934	1,147	48.6	2.35%
1933	763	39.5	1.93%
1932	618	41.7	1.48%
1931	1,111	58.8	1.89%
1930	1,645	75.0	2.20%
1929	2,847	87.3	3.26%

*Based on First 8 Mos.

U. S. Dept. of Commerce, Automobile Manufacturers Assn.

Number of Auto Concerns In Various Categories

Latest counts of business firms in various categories, comprising the automotive industry and allied activities, as supplied by R. L. Polk & Co.'s mailing list division:

Accessories and Supply Jobbers	5,144
Accessory Dealers (retail)	26,249
Auto Body Mfrs.	131
Body Repair Shops	14,609
Brake Lining Mfrs.	47
Brake Service	2,789
Bumper Mfrs.	25
Bus Body Mfrs.	57
Bus Mfrs.	40
Electric Equipment Mfrs.	239
Electrical Service Stations	5,683
Engine Mfrs.	34
Fender, Tank and Hood Mfrs.	55
Finance Companies	4,762
Fire Apparatus Mfrs.	44
Garages and Repairers	106,114
Gasoline Stations	196,730
Glass Installers (cities over 100,000 pop.)	2,611
Heater Mfrs.	32
Horn Mfrs.	18
Jack Mfrs.	61
New-Car Dealers	47,184
Parts Jobbers	6,815
Parts Mfrs.	8[illegible]6
Radiator Mfrs.	31
Radiator Repair Shops	4,172
Schools (Driving)	726
Schools (Repair)	136
Seat Cover Mfrs. (Cushion)	1,249
Spring Mfrs.	115
Tire Dealers	26,279
Tire Jobbers and Wholesalers	2,264
Tire Mfrs.	46
Tire Vulcanizers, Retreaders, Recappers	8,661
Tool Mfrs.	137
Top Trimming and Repairing, Seat Covers, Upholstery	1,751
Trailer Mfrs. (Commercial)	306
Trailer Mfrs. (House Trailers)	113
Transfer, Cartage and Trucking Companies	37,204
Transmission Mfrs.	20
Truck Body Mfrs. (Commercial)	1,109
Truck Dealers (Do not handle autos)	9,298
Truck Mfrs.	68
Used Car Dealers (Exclusive)	36,027
Washing Concerns (Exclusive)	2,792
Wheel Mfrs.	24
Wreckers	8,136

Truck Trailer Output, 1950-1953

MONTH	Production (number of units)	SHIPMENTS Number of units	SHIPMENTS Value (thousands of dollars)
January	3,107	3,173	$ 10,916
February	3,517	3,573	12,414
March	4,421	4,509	15,438
April	4,411	4,511	15,437
May	4,893	5,006	17,226
June	5,558	5,640	18,792
July	5,824	6,200	21,188
August	6,642	7,236	24,785
September	6,798	6,820	23,258
October	6,769	6,686	24,108
November	6,394	6,403	23,114
December	6,283	6,209	23,009
1950 TOTAL	64,617	65,966	$229,685
January	6,483	6,376	$ 23,160
February	6,044	5,852	20,980
March	7,102	7,058	24,550
April	6,351	5,798	20,850
May	6,861	5,936	22,451
June	5,591	4,972	19,701
July	4,648	4,758	18,779
August	4,763	5,200	20,167
September	4,598	4,643	18,312
October	5,605	5,605	21,594
November	4,704	4,278	17,351
December	4,634	4,215	17,420
1951 TOTAL	67,384	64,691	$245,315
January	5,013	4,941	$ 19,412
February	4,655	4,633	18,637
March	5,124	5,259	20,676
April	5,298	5,308	20,126
May	5,163	5,166	19,758
June	4,029	4,027	16,445
July	3,673	3,934	16,656
August	4,471	4,421	16,293
September	4,887	4,916	19,803
October	5,465	5,414	21,398
November	4,908	4,908	19,155
December	5,392	5,046	20,020
1952 TOTAL	58,078	57,973	$228,378
January	5,858	5,674	$ 22,843
February	6,009	5,921	23,769
March	6,740	6,758	26,508
April	8,850	7,803	29,128
May	9,781	9,379	28,968
June	9,708	9,580	26,416
July	9,285	10,265	24,526
August	9,703	9,741	25,013
September	9,906	9,822	23,893
October	8,366	8,604	23,028
November	7,867	7,454	20,117
December	5,616	6,257	19,312
1953 TOTAL	97,689	97,258	$293,521

Prepared by Bureau of the Census, Industry Division, Metals and Metal Products Section.

Trailer Industry Production Statistics

Years*	Semitrailers	Full Trailers	Not Reported By Types	Total	Total Dollar Value	Average Value
1923**				11,460	$ 4,366,722	$ 371
1925**				12,823	4,937,066	384
1927**				19,739	7,212,074	365
1929**				22,406	10,816,120	483
1931**				12,647	9,556,432	756
1933**				7,438	4,563,100	614
1935				18,898	17,995,755	952
1937	18,958	2,789		21,747	17,366,487	825
1939	23,707	1,514	958	24,182	28,034,251	1,075
1940				27,118	.....	....
1941 W.P.B. revised and "verified" figures				41,869	.....	....
1942						
Civilian			8,408			
Military			71,520	79,928	.....	....
1943						
Civilian			8,054			
Military			188,811	196,865	.....	....
1944						
Civilian			24,092			
Military			185,349	209,441	.....	....

	Production	Shipments	Value	Average Value
1945 (6 mo. Military Production 83,967)	33,266	(Not Available)	(Not Available)	$ ....
1946	76,234	73,001	$151,384,063	2,075
1947	53,112	55,516	133,404,615	2,700
1948	44,478	46,960	139,996,000	3,130
1949	33,097	34,273	119,098,000	3,470
1950	64,301	65,665	228,442,000	3,360
1951	67,384	64,691	245,315,000	3,790
1952	58,078	57,973	228,378,000	3,950
1953	97,689	97,258	293,521,000	3,075

*Data for years 1923 through 1937 are from U. S. Department of Commerce, Bureau of Census, "Census of Manufacturers." (Census total for 1939 production was 26,179.)

**Figures 1923 to 1933 include trailers for passenger cars, motor trucks and truck-tractors. Subsequent figures include only trailers for motor trucks and truck-tractors. It is believed, however, that there were relatively few passenger car type trailers reported in the 1923-1933 period.

***Figures for 1939 through 1945 compiled and reported by W.P.B.—subsequent figures are from the "Facts for Industry Series" M45F, of the Bureau of the Census.

****The increase in average value and, particularly, the fact that average value is now three times the prewar figure does not necessarily indicate an increase in price but rather an increase in trailer size, the preponderance of more expensive types such as vans, 'reefers,' tanks, etc., and the increasing use of tandem axles with double the number of tires.

—Compiled by: Truck-Trailer Manufacturers Assn., Inc.

Truck-Trailer Production—Percentage of Total by Types

	1953 Prod.	1953 %	1952 Prod.	1952 %	1951 Prod.	1951 %	1950 Prod.	1950 %	1949 Prod.	1949 %	1948 Prod.	1948 %	1947 Prod.	1947 %
VANS: (Total)	31,829	32.6	24,043	41.48	32,571	48.33	38,016	59.1	18,317	55.4	23,199	52.2	23,254	43.8
Insulated—"Reefers" (St. & Alum.)	4,018	4.1	3,320	5.71	4,178	6.20	3,795	5.9	2,642	8.0	2,279	5.1	1,852	3.5
Furniture (St. & Alum.)	1,498	1.5	1,394	2.40	1,365	2.02	....*	....*	....*	....	546	1.2	1,185	2.2
Other Closed Top (St. & Alum.)	22,492	23.1	16,785	28.99	23,673	35.13	30,295	47.1	14,056	42.5	18,372	41.4	18,601	35.0
Open Top (St. & Alum.)	3,821	3.9	2,544	4.38	3,355	4.97	3,926	6.1	1,619	4.8	2,002	4.5	1,616	3.1
PLATFORMS, Total	13,681	14.0	13,403	23.05	13,417	19.91	11,418	17.3	6,159	18.6	7,514	16.8	12,555	23.6
Racks, Livestock & Stake	3,827	4.0	4,270	7.35	1,943	2.88	1,590	2.5	950	2.9	1,588	3.6	3,369	6.3
Grain Bodies	896	0.9	1,273	2.19	855	1.26	642	1.0	359	1.1	586	1.3	1,271	2.4
All Other Platforms	8,958	9.1	7,860	13.51	10,619	15.75	9,186	14.3	4,850	14.6	5,340	12.0	7,915	14.9
TANKS, Total	4,662	4.7	5,201	8.94	5,961	8.84	3,982	6.2	2,035	6.1	3,550	8.0	3,430	6.5
Petroleum	3,851	3.9	4,365	7.53	5,319	7.89	3,710	5.9	1,855	5.6	3,176	7.2	3,019	5.7
All Other Tank-Trailers	811	0.8	836	1.41	642	.95	272	.4	180	.5	374	.8	411	.8
POLE, PIPE & LOGGING, Total	1,621	1.7	2,395	4.12	3,004	4.45	2,512	3.9	1,260	3.8	3,671	8.3	5,356	10.1
Single Axle	622	0.7	991	1.71	1,231	1.82	1,434	2.2	642	1.9	2,061	4.7	3,815	7.2
Double Axle	999	1.0	1,404	2.41	1,773	2.63	1,078	1.7	618	1.9	1,607	3.6	1,541	2.9
LOW-BED HEAVY HAULERS	5,439	5.6	5,696	9.78	4,188	6.21	1,758	2.7	1,426	4.3	1,821	4.1	2,405	4.5
OFF-HIGHWAY**	....	....	....	....	....	....	....	....	....	....	....	....	808	1.6
DUMP TRAILERS	1,158	1.2	1,025	1.76	1,321	1.96	903	1.4	470	1.4	504	1.1	622	1.2
ALL OTHER TRAILERS	35,975	36.8	2,929	5.03	3,657	5.42	3,371	5.2	1,904	5.8	2,136	4.8	1,365	2.5
COMPLETE TRAILERS	94,365	96.6	53,742	92.53	64,119	95.15	61,957	96.3	31,571	95.4	42,395	95.3	49,795	93.8
TRAILER CHASSIS	3,324	3.4	3,385	5.84	3,265	4.84	2,344	3.7	1,526	4.6	2,083	4.7	3,301	6.2
TOTAL (including trailer chassis)***	97,689	100.0	58,077	100.00	67,384	100.00	64,301	100.0	33,097	100.0	44,478	100.0	53,096	100.0
TOTAL Dollar Value of Shipments	$293,521,000		$228,366,000		$245,315,000		$228,504,000		$119,098,000		$139,996,000		$138,383,093	

* Combined with other Closed Top.
** Combined with "All Other Trailers" since August, 1948.
*** Of the Total 1953 Trailer Production of 97,689, 53,173 were civilian trailers and 44,516 were for sale to Government agencies and for export.

Compiled by: Truck-Trailer Manufacturers Association, Inc.
1024 National Press Bldg., Washington, D. C.
From Bureau of Census "Facts for Industry" Reports.

A COMPLETE LINE OF "Customized" ACCESSORIES

for maximum profits and fast turnover!

Automotive and truck accessories furnished by Cello Products provide the maximum in profits and stock turnover because of their exclusive customized features.

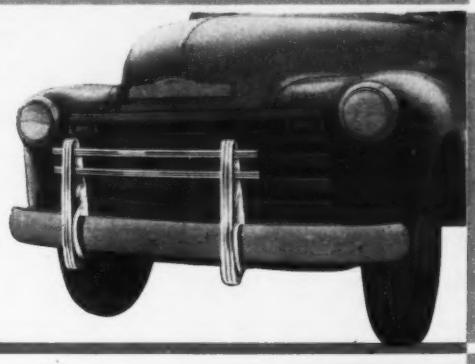
Cello accessories are designed and manufactured for precision fitting on automobiles and trucks with a minimum of time and trouble.

Because of this care in customized design and fitting, Cello accessories are easily installed with ordinary tools by the average person in only a few minutes.

Cello Products Company is the oldest and largest manufacturer of the finest accessories in the country. Due to mass production you can be sure of a complete and ready source of accessories at all times.

Cello guarantees price protection and offers service to dealers by jobbers, sales representatives and the company. For the highest in quality at the lowest price, Cello accessories are your answer.

"Customized" CELLO TRUCK GUARDS



Custom-built for 101 latest truck models these massive guards give rugged protection, gleaming beauty and above all, they can be installed in only 5 to 8 minutes.

Made of extra heavy 11-gauge cold drawn steel they are triple-plated with chrome-on-nickel-on-copper. Sturdy studs, nuts and lock washers fasten heavily rust-proofed back plates.

"Customized" CELLO WIRE WHEEL DISCS

with Exclusive WHEEL-BOLT LOCK-ON!

Cello Wire Wheel Discs are the ONLY wire wheel discs road tested and approved by several of the country's leading automobile manufacturers.

The Cello Wire Wheel Disc, containing 48 real chrome plated stainless steel wire spokes, is equal in every respect to the "original equipment" offered by major car manufacturers.

with Exclusive Wheel-Bolt Lock-on

Wheel-bolt lock on is the outstanding new development by Cello which practically eliminates theft of discs. Each disc is firmly attached to the bolt circle of the wheel and is held by the same bolts that hold the wheel. This prevents thievery, rattling and of course, they can't "spin off" while driving.

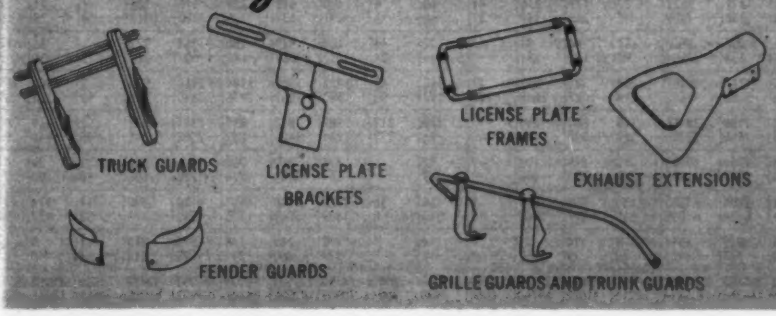
"Customized" CELLO GRILLE, TRUNK GUARDS and LICENSE FRAMES

Cello grille and trunk guards and adjustable stainless steel license frames are just a few of the many customized items which the company produces to fit any automobile from '46 to '54.

Grille and trunk guards give maximum protection along with gleaming beauty. Chrome finish is guaranteed chrome-on-nickel-on-copper to original equipment specifications.

Cello license frames have patented spring clips for speedy mounting. Plate is held secure, preventing rattling and guaranteed to hold frame without screws. Made of highly polished stainless steel.

Customized Cello Accessories



For further information of Cello accessories contact your nearest Cello jobber or write direct to the factory.

CELLO

PRODUCTS COMPANY

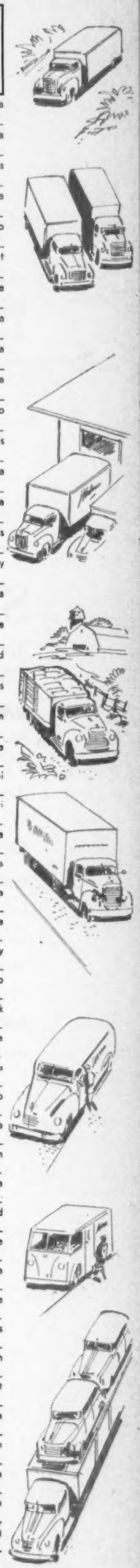
EAST BOSTON 28, MASSACHUSETTS • U. S. A.

NEW PASSENGER CAR REGISTRATIONS, 12 MONTHS TOTAL, 1953-1952

Car registrations by states are released here weekly, by R. L. Polk representatives in state capitals.		Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Henry J	Kaiser	K-F TOTAL	Allstate	MG	Austin	Hudson	Nash	Packard	Studebaker	Willys-Overland	Domestic Miscellaneous	Foreign Miscellaneous	TOTAL
Alabama	'53	1507	943	3112	7939	13501	15009	456	3672	19137	5805	858	19253	3192	4281	33389	130	204	334	18	31	9	608	1103	614	1789	508	1	36	71078
	'52	1088	733	2693	5520	10034	9978	391	2371	12740	3386	726	11859	2304	3237	21512	472	433	905	76	38	11	793	1342	761	1975	803	27	57	51074
Arizona	'53	700	342	1110	2437	4589	4663	180	1253	6096	2358	485	5841	1290	1538	11512	75	97	172	52	35	16	356	411	332	972	279	6	98	24926
	'52	520	355	941	1564	3380	3120	168	1149	4437	1618	398	3650	917	1153	7736	211	185	396	117	56	41	407	507	339	992	232	30	121	18791
Arkansas	'53	728	768	1987	5540	9023	8479	203	1799	10481	2962	498	11104	1825	2720	19109	74	95	169	28	5	4	276	812	253	1172	249	1	17	41599
	'52	535	608	1610	3541	6294	5543	136	1152	6831	1959	446	6534	1291	1920	12150	261	231	492	40	6	5	321	749	293	1164	326	22	16	28709
California	'53	10644	9031	19810	41096	80581	86432	4352	28859	119643	33562	11602	96840	25993	29049	197046	642	2774	3416	11	2455	1030	5034	10993	5042	15941	3816	22	7739	452769
	'52	11273	8374	18246	33675	71568	53603	3249	19963	76815	23223	9782	63227	17980	20670	134882	1359	4335	5694	3	3171	1651	7994	14026	5274	15466	3827	116	6442	346929
Colorado	'53	1333	816	2137	4409	8695	8231	513	2703	11447	3567	833	10459	2723	2866	20448	47	117	164		52	3	656	1028	473	1027	462	2	101	44558
	'52	1152	701	1886	3526	7265	6063	363	1781	8207	3059	778	6698	1925	2178	14638	104	182	286	1	85		972	1140	548	1194	464	51	95	34946
Connecticut	'53	2983	1933	5798	9043	19757	15697	612	4189	20498	6622	1707	17508	4943	5946	36726	194	385	579	1	209	110	1414	2621	1466	2418	1051	7	772	87629
	'52	1972	1506	4486	62[illegible]4	14178	10161	548	2993	13702	4419	1574	11283	3573	3879	24728	670	879	1549	3	148	167	1572	2314	1316	2558	856	46	631	63768
Delaware	'53	369	240	1042	1522	3173	3717	137	807	4661	1359	348	5245	952	1277	9181	32	59	91		10	1	169	311	146	599	101		55	18498
	'52	231	182	647	1074	2134	2325	90	498	2913	917	263	3015	694	638	5527	92	151	243		22	11	212	346	138	672	56	16	39	12329
Dist. of Col.	'53	720	465	1077	3684	5946	4380	189	1008	5577	1676	611	6184	1455	1710	11636	36	66	102		40	16	258	292	307	483	123		112	24892
	'52	609	355	1417	3553	5934	3234	137	583	3954	1147	532	4515	1162	1355	8711	162	99	261		16	15	419	416	402	503	155	4	140	20930
Florida	'53	2934	2080	5427	12538	22979	22809	1140	6652	30601	10048	2605	27970	6608	7606	54837	512	328	840	31	177	85	1225	2160	1653	3410	1363	26	1052	120439
	'52	2274	1351	4855	7711	16191	13667	839	4005	18511	6272	2083	15912	4100	4508	32875	1162	612	1774	71	247	121	1178	2747	1591	2813	1366	270	1150	80905
Georgia	'53	1746	1155	4393	9939	17233	19665	576	4698	24939	7473	1219	26754	4419	6948	46813	207	301	508	5	44	11	548	961	779	2213	470	7	112	94643
	'52	1489	1007	3998	7035	13529	14043	464	3292	17799	5703	1276	16971	3676	5181	32807	672	473	1145	4	48	15	850	1447	952	2755	684	50	155	72240
Idaho	'53	634	487	1149	2018	4288	4176	217	1483	5876	2032	439	5145	1485	1398	10499	26	127	153		24	24	529	735	279	926	404	3	36	23776
	'52	498	391	980	1617	3486	2886	138	1084	4108	1615	366	3541	992	1079	7592	97	218	315	3	20	16	576	765	307	1064	427	5	51	18735
Illinois	'53	11693	9132	20127	43538	84490	73507	3033	21230	97770	35771	7983	90048	22839	25246	181887	395	1457	1852	15	204	32	7350	13740	5301	10832	2164	66	366	406069
	'52	8318	6933	18702	34296	68249	50334	2143	13649	66126	23669	7155	56012	15303	18144	120283	1191	2532	3723	9	202	25	7629	12482	4337	10118	1497	759	290	295729
Indiana	'53	4580	4174	8534	20539	37827	32448	1129	7801	41378	14458	2528	43480	9440	12139	82045	327	904	1231	16	56	17	2290	5089	2682	9013	1133	33	152	182962
	'52	3130	2816	6625	13000	25571	20754	823	4685	26262	8808	2181	25652	6165	8068	50874	855	1363	2218	5	83	25	2512	4400	1674	7535	1003	80	97	122339
Iowa	'53	2432	1798	4768	11071	20069	20182	533	5055	25770	7172	1261	26883	5215	6862	47393	97	276	373		15	4	808	2336	690	2830	457	1	51	100797
	'52	1950	1367	4187	7997	15501	13756	377	3254	17387	4953	1159	16421	3538	4595	30666	257	577	834		25	1	771	2313	852	2836	465	16	33	71700
Kansas	'53	1892	1374	3689	8854	15809	17386	552	4226	22164	6440	1182	19847	4263	5450	37382	231	503	734	1	22	5	1050	2539	794	2182	404	6	35	83127
	'52	1603	1105	3602	6230	12540	11791	388	3001	15180	4746	1034	13140	3215	3955	26090	474	720	1194		33	6	1618	2775	961	2244	462	43	26	63172
Kentucky	'53	1612	1069	3661	7531	13873	14733	279	2879	17891	5501	789	19214	3608	5020	34132	111	193	304		49	3	646	1929	673	2439	445	2	37	72423
	'52	1189	792	3002	5299	10282	9903	193	2042	12138	3528	742	12161	2518	3375	22324	305	331	636		43	5	797	1964	711	2169	574	36	37	51716
Louisiana	'53	1590	1420	3152	8695	14857	16660	416	3120	20196	5316	997	22168	3339	5150	36970	162	250	412	6	36	24	438	1040	762	2530	337	3	44	77655
	'52	1218	1134	2758	5804	10914	10463	304	2002	12769	3408	794	12814	2460	3696	23172	427	487	914	21	29	26	446	1517	931	2513	489	48	61	53850
Maine	'53	674	584	1503	2841	5602	4137	152	1144	5433	1696	264	6007	1069	1534	10570	156	90	246		19	17	393	581	281	693	394	6	48	24283
	'52	403	402	1035	1880	3720	2756	137	685	3578	1144	262	3681	883	1092	7062	253	207	460		10	21	403	529	197	626	293	20	48	16967
Maryland	'53	2247	1740	4219	9744	17950	18593	651	4200	23444	6483	1049	22534	4120	5940	40126	242	297	539		75	39	1077	1901	1130	2303	711	5	194	89494
	'52	1718	1390	3882	7413	14403	12361	452	2672	15485	4024	932	14577	3167	3956	26656	995	729	1724		62	47	1761	2395	1123	2267	654	24	230	66831
Massachusetts	'53	4742	4165	9124	17541	35572	28287	1107	7743	37137	12245	2465	32882	10057	11751	69400	500	504	1004	5	357	218	1888	5416	1773	4561	1240	17	939	159527
	'52	3140	3371	7655	13878	28044	18574	827	4726	24127	8071	2145	21134	7243	7553	46146	1052	904	1956		207	287	1869	4643	1572	4403	1034	143	764	115195
Michigan	'53	8976	7809	18951	36092	71828	100788	3067	19583	123438	35307	8329	99768	22286	30905	196595	583	1722	2305	10	160	28	4820	9293	4858	8126	1723	7	263	423454
	'52	6016	5086	14317	26132	51551	62797	2209	12295	77301	22231	7177	61751	15470	21354	127983	1590	2963	4553	4	169	23	4440	8866	3705	7389	1563	81	214	287842
Minnesota	'53	3184	2570	5272	13482	24508	24658	606	5671	30935	9818	1541	31291	6702	8325	57677	106	543	649	3	46	11	1382	2548	1524	3486	676	143	73	123661
	'52	2569	2055	5083	9992	19699	17058	440	4032	21530	6917	1466	20321	4686	6003	39393	377	875	1252	1	51	6	1285	2533	1422	3925	437	13	51	91598
Mississippi	'53	1017	639	1804	5467	8927	9620	226	2114	11960	3461	578	12674	1819	2885	21417	57	73	130	16	11	1	343	545	323	1258	224	3	18	45176
	'52	835	501	1547	3746	6629	6321	194	1485	8000	2605	506	8186	1447	2171	14915	247	239	486	64	8	1	365	829	474	1540	329	20	21	33681
Missouri	'53	3310	3427	6884	20212	33833	33119	884	7657	41660	11273	2214	39451	8309	10064	71311	276	462	738	1	51	11	1038	4870	1670	4058	636	12	82	159971
	'52	2234	2127	5118	11079	20558	18703	500	4075	23278	6635	1652	22202	4582	5715	40786	609	620	1229	1	53	6	1100	4432	1493	3131	585	63	71	96788
Montana	'53	589	465	1210	2383	4647	4977	200	1283	6460	1831	460	5795	1601	1269	10956	31	121	152		9	8	573	510	353	838	347	4	12	24869
	'52	551	420	1081	1913	3965	3474	140	996	4610	1532	428	4310	1182	1162	8614	106	211	317		6	6	579	456	275	911	402	7	12	20160
Nebraska	'53	1521	778	2166	5774	10239	12798	384	2968	16150	4798	894	14921	3016	4179	27808	133	185	318	3	12		461	974	441	1562	285		25	58278
	'52	1239	672	2030	4406	8347	9388	290	1891	11269	3489	829	10298	2059	2951	19626	154	321	475	1	10	2	552	1168	457	1648	313	17	22	43907
Nevada	'53	273	201	400	762	1636	1362	99	466	1927	521	202	1564	442	491	3220	5	12	17		41	8	101	157	159	399	109		72	7846
	'52	241	123	392	547	1303	812	58	345	1215	390	173	996	313	355	2227	13	26	39		17	7	117	161	157	396	88	7	60	5794
New Hamp.	'53	466	319	1099	1809	3693	3116	113	728	3957	1156	216	4243	836	1306	7757	72	77	149		20	28	422	573	181	509	328	4	59	17680
	'52	321	240	847	1386	2794	2289	108	491	2888	909	207	2976	705	984	5781	176	223	399		25	61	377	594	210	563	290	20	93	14095
New Jersey	'53	8141	5518	11121	21340	46120	38680	1484	12199	52363	15239	4207	43351	10298	16014	89109	460	786	1246		310	203	3130	5516	3820	6261	2090	16	889	211073
	'52	4842	3642	9390	14279	32153	25199	1052	7148	33399	10974	3799	27130	7804	10406	60113	1309	1771	3080	2	337	312	3464	4670	3320	5459	1837	102	688	148936
New Mexico	'53	627	327	893	2063	3910	3897	207	1267	5371	1957	350	5158	1081	1507	10053	31	66	97	1	7	6	253	339	194	764	198	7	48	21248
	'52	437	325	809	1456	3027	2398	155	941	3494	1481	317	2902	793	1016	6509	50	54	104	1	19	26	302	466	284	865	277	43	45	15462
New York	'53	19751	16636	33559	50040	119986	75319	3279	24449	103047	41579	9950	96120	27752	35413	210814	1183	1944	3127	3	610	547	6062	12099	7603	12818	5005	989	2322	485032
	'52	11143	10612	26083	33848	81686	49219	2636	14423	66278	28640	9189	60339	19744	23156	141068	2794	4053	6847	1	679	887	7330	12198	6695	11686	4286	318	2085	342044
N. Carolina	'53	2452	2061	4946	11460	20919	22136	649	5478	28263	9234	1533	28518	5367	8037	52689	192	258	450	24	79	19	819	1564	1314	2890	1240	12	82	110364
	'52	1633	1488	4042	7845	15008	14623	490	3510	18623	6097	1413	17735	3856	5483	34584	752	657	1409	56	77	51	1016	1869	1206	3038	1244	63	155	78399
N. Dakota	'53	739	459	1036	2932	5166	5335	156	1054	6545	1594	302	6370	1003	1304	10573	13	55	68		2		230	531	208	668	80	2	2	24075
	'52	596	378	960	2274	4208	3764	101	744	4609	1290	312	4055	726	1003	7386	28	103	131				279	403	259	694	112	9	1	18091
Ohio	'53	10524	8091	20692	36352	75659	68013	2203	17575	87791	28874	6220	83136	17969	25088	161287	695	1689	2384	34	227	25	4634	8327	5072	9921	3187	42	466	359056
	'52	7734	5948	16631	26943	57256	43393	1648	10591	55632	18811	5519	55266	13164	16535	109295	1766	2802	4568		241	34	5010	8190	4426	9398	2878	230	288	257446
Oklahoma	'53	1345	1330	2731	7948	13354	18302	488	4342	23132	5915	1044	20658	4282	5207	37106	41	101	142	2	18	2	465	1362	578	1865	246	6	58	78336
	'52	1120	1050	2958	5780	10908	12127	332	2531	14990	3907	898	13346	3010	3527	24688	146	148	294		53	5	713	1593	575	1716	295	39	93	55962
Oregon	'53	1414	1381	2780	5878	11453	12307	495	3100	15902	4155	1119	13536	3854	3728	26392	145	348	493		58	55	886	1713	728	1879	843	5	451	60858
	'52	1446	1161	2456	4578	9641	8478	348	2508	11334	3594	957	10400	2771	2988	20710	334	711	1045		63	146	1303	2276	1125	2134	992	17	429	51215
Pennsylvania	'53	12138	10690	23112	50424	96364	76113	2330	17904	96347	32431	6108	94335	21419	25770	180063	1028	2117	3145	4	334	120	5260	9909	6956	10442	3394	9	710	413057
	'52	8677	7758	19282	36553	72270	51770	1803	11493	65066	22306	5398	62123	15895	17648	123370	2570	3708	6278		255	165	5578	9925	5682	10444	3082	244	508	302867
Rhode Island	'53	898	686	1880	3012	6476	4904	154	1246	6304	1884	455	5710	1550	1766	11365	102	119	221	1	79	19	474	1072	385	979	162	1	190	27728
	'52	573	507	1381	2116	4577	3360	128	871	4359	1243	458	4010	1147	1118	7976	204	224	428	2	47	31	401	835	315	762	137	38	119	20027
S. Carolina	'53	979	853	2564	5543	9939	11231	343	2620	14194	4178	654	15436	2583	3507	26358	114	106	220		22	3	462	725	576	1275	378	1	98	54251
	'52	728	687	2111	3591	7117	7515	204	1532	9251	2899	650	8528	1952	2534	16563	440	283	723		48	8	554	1094	528	1292	389	29	193	37789
S. Dakota	'53	529	378	1115	2447	4469	4415	148	1070	5633	1602	269	5713	1073	1108	9765	19	68	87	2	1	1	213	408	242	623	146	2	6	21598
	'52	473	370	978	2086	3907	3261	127	837	4225	1268	288	3992	855	1014	7417	73	129	202		3		247	415	308	742	200	3	9	17678
Tennessee	'53	1713	1678	4694	10832	18917	18119	404	3701	22224	7206	1117	22850	3912	5873	40958	203	187	390	33	46	9	685	1465	758	2296	512	8	68	88369
	'52	1233	1171	3559	6708	12671	11257	256	2110	13623	4524	965	13882	2631	4002	26004	496	350	846	100	64	25	856	1509	732	2332	482	68	114	59426
Texas	'53	6926	4242	14476	31419	57063	69953	2384	18405	90742	26323	5474	82202	18175	20572	152746	349	1000	1349	271	137	31	1783	4750	2742	8380	1115	24	241	321374
	'52	6238	4000	14021	22949	47208	45198	1906	12213	59317	19600	5097	50337	13790	15542	104366	1300	1500	2800	735	244	43	3053	6402	3426	9005	1624	180	284	238687
Utah	'53	633	572	1122	1757	4084	4089	179	1353	5621	1741	361	4600	1434	1491	9627	37	179	216	44	18	4	400	619	328	615	286	1	21	21884
	'52	476	394	949	1474	3293	3215	129	1047	4391	1377	352	3475	960	1245	7409	87	260	347	69	45	3	503	634	366	780	313	9	28	18190
Vermont	'53	431	183	861	1413	2888	2189	61	511	2761	974	133	2963	693	800	5563	50	44	94		32	14	104	495	150	264	272		35	12672
	'52	213	145	628	958	1944	1327	47	335	1709	653	143	1823	491	554	3664	87	107	194		14	21	137	360	148	301	283	13	30	8818
Virginia	'53	2789	1900	4686	12580	22035	23474	653	5002	29129	7581	1440	26989	5060	7317	48387	259	338	597	27	165	43	1422	1382	1184	2966	592	3	300	108232
	'52	2140	1615	4868	9920	18543	17085	537	3517	21139	6144	1515	18861	4404	5588	36512	1014	1027	2041	173	193	90	1987	2257	1435	3640	775	93	350	69228
Washington	'53	1595	1483	3259	7256	13593	14033	507	3418	17958	4336	962	15230	3970	3958	28456	110	500	610		120	213	987	1872	899	2341	682	2	469	68202
	'52	1616	1390	2962	5424	11392	9714	343	2766	12823	4020	936	11216	3015	3118	22305	328	846	1174		86	339	1284	2485	842	2589	642	45	443	56449
W. Virginia	'53	1427	823	2908	5189	10347	7974	267	1906	10147	3402	489	10869	1749	2944	19453	79	119	198	2	12		476	860	730	1046	566	9	29	43875
	'52	912	552	2296	3687	7447	5353	189	1276	6818	2397	491	7410	1398	2087	13783	219	227	446		17		554	954	716	1222	606	48	20	32631
Wisconsin	'53	3222	2766	6193	12862	25043	23667	674	5446	29787	11953	1982	30343	7708	9594	61580	134	555	689	5	60	10	1727	6786	1527	4120	790	11	174	132309
	'52	2452	2139	5968	9588	20147	16484	492	3746	20722	8102	1792	19636	5641	6124	41295	365	897	1262	3	63	8	1689	5869	1275	4061	674	30	127	97225
Wyoming	'53	387	281	579	1200	2447	2488	98	680	3266	1251	286	3320	815	839	6511	7	24	31		4		172	245	146	275	210	1	9	13317
	'52	394	248	510	1049	2201	1884	81	547	2512	1102	251	2239	592	737	4921	13	39	52		11		334	260	211	372	214	6	10	11104
12 Months' Total All States	'53	153756	122342	288812	600447	1165357	1116267	39169	287717	1443153	454320	98612	1342480	305593	385492	2586697	10710	22825	33535	675	6606	3087	66797	137507	71079	161257	42433	1538	19268	5739989
	'52	113392	91677	246464	433134	884667	732481	29110	185883	947474	310806	87806	852542	218189	266351	1735694	28718	41022	69740	1566	7449	4804	78509	142520	66346	157902	41016	3661	17046	4158394

NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS TOTAL, 1953-1952

Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.		Autocar	Brockway	Chevrolet	Crosley	Diamond-T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	International	Kenworth	Mack	Peterbilt	Pontiac	Reo	Studebaker	White	Willys-Overland	Miscellaneous	TOTAL		Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.
Alabama	'53	13	1	7996		24	29	1706	7	5575		2073	1299	1	121			28	405	217	158		19653	'53	Alabama
	'52	16	4	6811	2	21	13	2294	23	3738		1963	1490	1	187		4	17	648	228	255	6	17721	'52	
Arizona	'53	2		2511		14	6	623		1879	2	839	652	34	45	3	4	51	233	67	193	2	7160	'53	Arizona
	'52	7		2021	9	14	7	864	2	1445	1	868	760	15	18	2	14	34	211	56	239	24	6611	'52	
Arkansas	'53	3		6958		15		1276	4	5832	1	2126	1349		20		2	18	482	109	162		18357	'53	Arkansas
	'52	3		6302	1	13		1721		3752	2	2448	1598		44		3	14	649	97	235	8	16890	'52	
California	'53	123	6	24670	9	283	146	7707	10	17888	74	7424	5622	219	262	222	56	232	1849	595	1786	162	69345	'53	California
	'52	104	15	18638	11	273	206	10004	14	11463	121	6634	5502	246	326	112	37	228	1986	616	1974	151	58661	'52	
Colorado	'53	30		3790		70	36	826	9	3106	13	1109	1236	16	65	8	3	30	266	55	511	1	11180	'53	Colorado
	'52	5		3776	13	31	38	1006	3	2476	7	1199	1240	25	77	1	5	32	375	58	511	14	10892	'52	
Connecticut	'53	49	51	2485		114	95	827	43	2067		686	925	1	182		5	65	261	143	206	9	8214	'53	Connecticut
	'52	38	49	2172		91	82	1065	33	1416		570	828		198			87	270	153	228	44	7324	'52	
Delaware	'53	10	121	1073		6	5	274	5	695		189	308		30			9	81	17	20		2734	'53	Delaware
	'52	7	18	794	2	21	6	275	7	668	3	185	248		16		2	4	74	25	20	8	2383	'52	
District of Columbia	'53	14	1	938		13	39	447	2	568		302	276		18		2	24	12	25	46	1	2728	'53	District of Columbia
	'52	17	6	797	2	15	32	475	6	456		252	195		23		2	28	18	42	64	3	2433	'52	
Florida	'53	18		7924	2	62	67	2216	14	6524		2084	1873	7	355		3	120	805	410	844	12	23340	'53	Florida
	'52	25	3	6491	18	84	74	2837	7	4251	1	1688	1712		271		13	114	1097	318	804	172	19980	'52	
Georgia	'53	14	6	9011	1	54	13	2009		7015		2186	1877		122		7	43	690	232	160	1	23441	'53	Georgia
	'52	2	5	8331	2	49	27	2536	2	4915		2018	1960	1	158		12	36	988	178	236	8	21464	'52	
Idaho	'53			2248	1	21	2	703	2	1844	6	952	995	54	60	10	2	15	241	31	412	8	7607	'53	Idaho
	'52			1903		26	8	713	9	1381	5	856	876	15	36			13	261	36	466	8	6612	'52	
Illinois	'53	24		15208	1	423	116	4175	10	11910	9	3104	5810	3	160		16	128	1082	595	573	89	43436	'53	Illinois
	'52	88	3	11469	9	356	118	4627	17	7839	4	2732	4667		142		16	110	1002	467	646	167	34479	'52	
Indiana	'53	23	1	9898	2	103	137	2481	24	8124	3	2111	3807	2	122		10	114	1058	687	374	27	29108	'53	Indiana
	'52	12		6910	7	92	72	2707	11	4698	4	1641	2979		118		14	102	1200	470	294	43	21374	'52	
Iowa	'53	4		7064	1	75	46	1390	2	6318	10	1142	3159	8	53		10	46	446	197	203	16	20190	'53	Iowa
	'52	2		5486		60	26	1629	4	3827	2	1163	2659	1	44		12	41	542	136	256	24	15914	'52	
Kansas	'53	2		7042	2	35	19	1096		5277	2	1752	2236		11		6	13	415	120	249		18277	'53	Kansas
	'52			6327	2	44	35	1748	3	3981	6	2105	2714		9		7	25	601	143	337	21	18108	'52	
Kentucky	'53	2		7032		40	24	1295	18	5485	2	1708	1625		44		14	74	464	117	381		18525	'53	Kentucky
	'52	5		5526	4	47	21	1680	8	3673	4	1580	1805		40		30	42	627	107	423	12	15634	'52	
Louisiana	'53	10		7568		39	20	1443	2	6104		1890	1764		49		5	11	553	109	227	1	19795	'53	Louisiana
	'52	4		5649	4	49	14	1687		3834		1700	1595		72	1	7	17	730	106	234	11	15714	'52	
Maine	'53	10	9	1760		33	12	541	2	1446	1	575	550		96		7	15	190	46	259	7	5559	'53	Maine
	'52	3	8	1556		6	7	544	8	1147		650	653		100		9	33	223	36	215	18	5216	'52	
Maryland	'53	23	66	3751		25	26	1504	39	2994	3	814	1196		152		6	40	225	213	119	3	11199	'53	Maryland
	'52	57	45	3119	1	20	91	1440	22	2093	5	702	1135		144		7	53	289	162	145	56	9586	'52	
Massachusetts	'53	86	83	3643		94	135	1241	17	3313	8	893	1247		277		20	195	409	286	316	28	12291	'53	Massachusetts
	'52	119	78	3883	2	107	142	1943	20	2842	6	918	1347		290		17	108	459	369	281	43	12974	'52	
Michigan	'53	72	3	14409		170	328	4162	175	13963	4	3253	2494		128		18	293	550	304	457	12	40795	'53	Michigan
	'52	42	5	11357	4	126	233	4534	112	10216	1	3026	2067		126		18	241	730	239	551	83	33711	'52	
Minnesota	'53	1		6461		99	60	1483	17	5767	21	1404	2639	6	72		14	79	490	136	291	14	19054	'53	Minnesota
	'52	1		5444		75	58	1907	4	3824	23	1259	2530	3	76		12	67	625	116	341	39	16404	'52	
Mississippi	'53	2		7381		3		1188		5359	1	2209	1567		25		4	2	440	53	140		18374	'53	Mississippi
	'52			6033	3	6	2	1706		3416	2	2423	1514		39		4	2	635	49	215	5	16054	'52	
Missouri	'53	13		11631		67	113	2025	1	8213	3	2899	2602		84		4	67	666	408	269	2	29067	'53	Missouri
	'52	14		8304	4	45	79	2428		5045	4	2580	2477	4	51		3	83	701	410	313	37	22582	'52	
Montana	'53	2		2488		8	5	504	2	2262	2	738	1112	39	30	1	3	14	240	51	493	7	8001	'53	Montana
	'52			2364		28	9	651	1	1672	8	659	1153	37	26	1	4	27	344	44	635	1	7664	'52	
Nebraska	'53	11		4437		98	20	644		3895	10	1120	1978	22	56	2	3	17	281	129	355	45	13123	'53	Nebraska
	'52	2		4426	3	119	16	914	2	3074	13	1313	1974	50	39		9	25	476	152	489	19	13115	'52	
Nevada	'53			614		1		240		537	1	321	159	1	9			2	116	4	125		2130	'53	Nevada
	'52	1		558		4		298		345		223	186	7	8				87	4	120		1841	'52	
New Hampshire	'53	4	11	970		6	12	252		757	1	261	271		67		3	26	88	14	174	7	2924	'53	New Hampshire
	'52	5	8	849		8	13	312	2	567	2	233	302		86		2	17	85	38	171	11	2711	'52	
New Jersey	'53	123	318	7509		134	156	2046	71	7047	8	1958	2169		438		17	75	463	624	333	11	23500	'53	New Jersey
	'52	99	240	5647	20	85	182	2429	52	4514	15	1709	1991		340		32	74	479	412	403	60	18783	'52	
New Mexico	'53	3		2597		23	2	402	4	1607	5	741	494	14	101	2	4	16	207	59	146	1	6428	'53	New Mexico
	'52	13		2048	2	2	1	573	1	1358	6	670	506	6	105	9		19	329	51	176	10	5885	'52	
New York	'53	424	729	14415	2	301	118	5650	148	12029	23	3572	5681		1029		31	460	915	924	1138	115	47704	'53	New York
	'52	247	697	12369	17	421	263	6340	107	8296	44	3430	4845		998		29	488	992	867	1056	282	41788	'52	
North Carolina	'53	14		10188	1	52	50	1983	5	7941	1	2445	2169		288		8	25	711	417	376	11	26685	'53	North Carolina
	'52	33	2	8375	4	82	52	2788	9	4881	3	2331	2814		395		16	39	1031	363	444	34	23696	'52	
North Dakota	'53	2		1869	2	4	2	389		1932		464	1216		6			3	147	6	85	1	6128	'53	North Dakota
	'52			1779		6	3	552		1476	8	409	1283	1	5		3	5	227	10	163	2	5932	'52	
Ohio	'53	108	19	13291	1	152	219	4339	98	13029	14	2829	5085		372		24	282	857	1049	720	22	42510	'53	Ohio
	'52	84	9	11409	15	117	230	4983	82	8166	10	2731	4406		267		47	252	1309	824	1043	106	36090	'52	
Oklahoma	'53	8		8617		7	24	1331	1	6580	27	2474	2183	5	37		7	36	506	234	179	1	22257	'53	Oklahoma
	'52	7		6813	5	8	36	1876		4340	50	1919	2367	8	75		8	41	643	256	260	38	18750	'52	
Oregon	'53	26		3867		86	28	1215	7	3526	8	1548	1606	92	106	53	4	46	274	174	738	11	13415	'53	Oregon
	'52	19		3500	3	135	24	1582	21	2270	6	1469	1645	130	209	74	11	37	335	165	904	173	12712	'52	
Pennsylvania	'53	195	731	14869	2	215	201	5502	143	12708	7	3454	6007		750		49	329	986	1019	764	34	47965	'53	Pennsylvania
	'52	240	463	12773	13	217	212	6162	95	8034	19	3340	5117		765		43	308	1339	901	812	96	40949	'52	
Rhode Island	'53	37	2	804		39	18	284		761	4	152	308		43		2	17	94	65	31	1	2662	'53	Rhode Island
	'52	36	7	688		10	20	352		604		133	286		57		1	23	84	51	28	4	2384	'52	
South Carolina	'53	3		5516		4	5	989		3439		1137	752		60		3		317	97	70	5	12397	'53	South Carolina
	'52	9	1	4927	2	20	9	1565	6	2417	2	1081	1248		117		6	3	470	130	99	39	12151	'52	
South Dakota	'53			1641		34	3	416	2	1452	1	485	1034	4	1		4	7	146	21	213	1	5465	'53	South Dakota
	'52			1529		45	2	507	1	1184	7	421	1222	1	6			31	258	11	256	4	5485	'52	
Tennessee	'53	3	6	7933	1	35	15	1813	44	6207		1958	1866		109		2	35	428	221	205		20881	'53	Tennessee
	'52		21	6603	2	34	20	2119	50	4111	1	1961	1867		132		6	23	675	249	233	10	18117	'52	
Texas	'53	143		30025	3	139	38	5012	28	23099	5	6142	6044	41	267		36	112	1748	1145	818	12	74857	'53	Texas
	'52	179		25040	33	165	100	7327	18	15665	6	7704	6766	59	393	1	29	190	2636	1230	1165	87	68793	'52	
Utah	'53	2		1594		31	4	368	3	1325	3	454	545	20	38	9	3	24	86	42	194	3	4748	'53	Utah
	'52			1723	3	31	8	352	10	1112	5	531	615	26	45	35	3	24	114	48	227	32	4944	'52	
Vermont	'53		13	766		9	4	281	3	561	3	298	389		27		2	12	70	12	247	8	2705	'53	Vermont
	'52	3	19	760	1	11	4	323	4	390	4	297	328		24			11	87	12	222	27	2527	'52	
Virginia	'53	31	12	6440		19	46	1666	6	5067		1551	1453		182		7	71	497	299	333	5	17685	'53	Virginia
	'52	31	18	6153	9	24	60	2438	19	4088	51	1698	2002		177		10	80	775	247	421	14	18315	'52	
Washington	'53	3		4048		49	22	1478		3510	2	1594	1720	154	125	21	6	50	266	178	467	25	13718	'53	Washington
	'52			3336	1	63	19	1855	1	2330	5	1352	1492	62	95		2	22	338	120	500	39	11632	'52	
West Virginia	'53	8		3243		8	26	1032	6	2826		904	826		104		14	16	189	83	433	6	9724	'53	West Virginia
	'52	8	28	2436	2	22	17	1197	35	1644	11	852	778		77		9	36	241	95	420	21	7929	'52	
Wisconsin	'53	14		6298	1	58	77	1598	12	5306	69	1459	2635	1	75		15	110	439	203	389	35	18794	'53	Wisconsin
	'52	8		5639	6	77	59	1910	10	3677	61	1434	2410		76		22	83	550	190	460	73	16745	'52	
Wyoming	'53	1		1469		4		273		1158	2	513	594	3	17	1	3	1	89	19	330	1	4477	'53	Wyoming
	'52			1406	2	15	2	354		912	5	552	634	7	16		1	4	140	21	366	3	4440	'52	
12 Months' Total All States	'53	1713	2080	327960	32	3398	2569	82345	986	266027	359	82296	95404	747	6890	332	468	3498	22473	12261	17712	762	930312	'53	12 Months' Total All States
	'52	1595	1752	272249	243	3420	2752	102129	841	179523	543	79612	92788	705	7138	236	541	3393	28985	11108	20356	2190	812099	'52	



The solid gold truck franchise

SURE, any truck franchise is pretty much what you make it. *But why do it the hard way?*

You've got a 24-carat advantage when you team up with GMC. Here's why:

GMC HAS THE PRODUCT. From half-ton Pickups to 50-ton giant haulers, GMC blankets *all* trucking needs. There's gasoline AND Diesel power (with the only 2-cycle Diesel in the field)—4-wheelers and 6-wheelers—standard and cab-over-engine models—Package Deliveries, school busses, fire trucks—just name it!

GMC HAS THE LEAD. Styling-wise and engineering-wise, GMC is far out in front. For one big example, take GMC's family of Hydra-Matic Drive* trucks—*here and now*, ahead of the inevitable changeover that all trucks are coming to.

GMC HAS THE RESOURCES. As part of the country's mightiest automotive group, and with unequalled research, engineering and technological facilities backing it, GMC's vast resources protect the buyer's investment.

GMC HAS THE FUTURE. In process of being perfected right now by GMC's staff of creative engineers, are over 50 major advances for trucks. These developments will assure GMC and its dealers continuing leadership in its field.

GMC HAS THE DEAL. A GMC franchise is a clean-cut *all-truck* franchise. It stands on its own feet. It isn't affected by any other selling activity—for it's made by the world's largest builders of commercial vehicles *exclusively*.

**Standard on some models; optional at extra cost on others.*

* * *

If you're in an open GMC territory, you should learn all the facts about the GMC franchise. A letter from you will get prompt and interested attention.

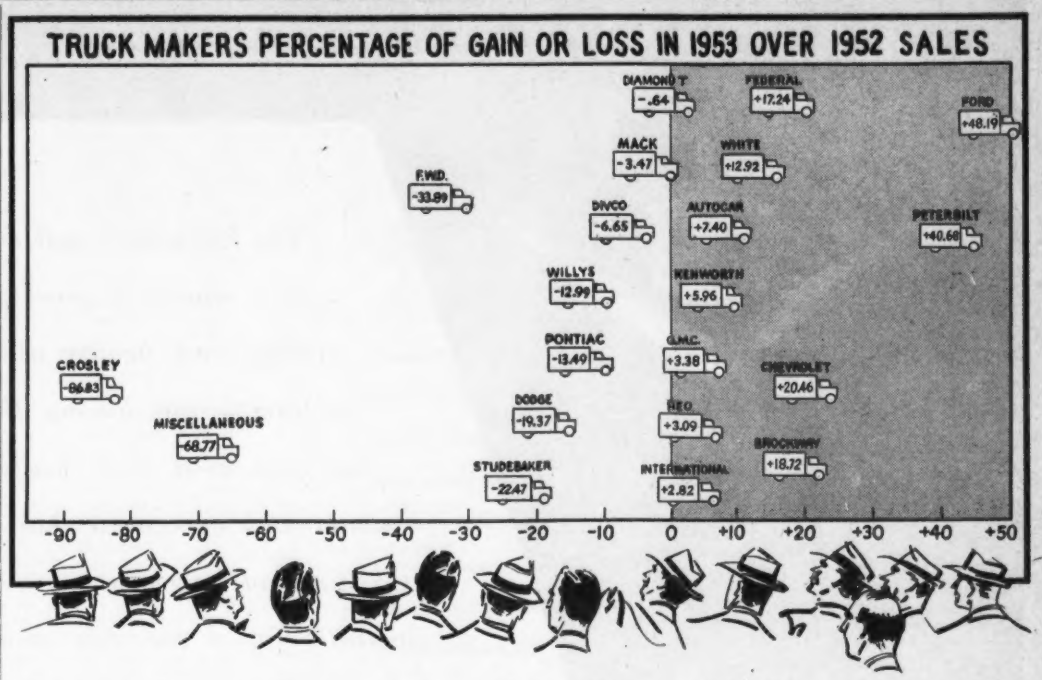
Sell a modern truck!

GMC Truck & Coach Division of General Motors

New Commercial Car Registrations By States, 1947-1953

	1953	1952	1951	1950	1949	1948	1947
Alabama	19,653	17,721	23,294	25,187	21,674	22,309	17,615
Arizona	7,160	6,611	7,079	6,980	5,744	6,042	4,811
Arkansas	18,357	16,890	20,617	24,068	21,969	18,289	14,563
California	69,345	58,661	63,284	66,685	55,036	64,009	58,653
Colorado	11,180	10,892	12,269	15,101	12,569	12,285	9,490
Connecticut	8,214	7,324	8,229	9,199	7,212	9,903	8,665
Delaware	2,734	2,383	2,748	3,076	2,867	3,238	2,733
Florida	23,340	19,980	22,499	24,686	19,769	19,557	18,383
Georgia	23,441	21,464	29,549	33,464	27,354	28,207	20,499
Idaho	7,607	6,612	8,036	8,387	8,091	8,258	6,110
Illinois	43,436	34,479	45,205	50,681	51,130	52,646	45,457
Indiana	29,108	21,374	29,736	32,453	26,062	27,196	25,755
Iowa	20,190	15,914	22,231	27,722	25,823	26,358	20,835
Kansas	18,277	18,108	19,522	21,599	22,234	22,246	16,957
Kentucky	18,525	15,634	18,897	24,307	21,116	22,170	17,193
Louisiana	19,795	15,714	19,467	20,573	18,684	16,061	12,653
Maine	5,559	5,216	5,624	7,030	6,032	7,497	7,683
Maryland	11,199	9,586	11,187	12,547	9,954	13,268	12,412
Massachusetts	12,291	12,974	14,697	18,279	12,698	17,878	17,695
Michigan	40,795	33,711	40,938	47,241	35,257	39,568	33,553
Minnesota	19,054	16,404	20,044	26,554	22,555	23,996	17,108
Mississippi	18,374	16,054	20,524	21,424	18,663	18,093	15,264
Missouri	29,067	22,582	33,461	38,586	31,915	31,611	27,631
Montana	8,001	7,664	8,866	10,102	9,714	10,453	8,243
Nebraska	13,123	13,115	16,922	18,130	17,030	16,664	12,082
Nevada	2,130	1,841	1,874	1,781	1,788	1,654	1,373
New Hampshire	2,924	2,711	3,249	3,714	3,147	3,838	3,749
New Jersey	23,500	18,783	24,870	27,549	23,158	35,219	22,604
New Mexico	6,428	5,885	6,501	8,797	7,446	6,082	4,952
New York	47,704	41,788	49,840	57,800	47,784	62,446	56,259
North Carolina	26,685	23,696	29,093	31,904	27,551	28,054	24,445
North Dakota	6,128	5,932	7,252	7,632	9,690	8,283	6,151
Ohio	42,510	36,090	45,467	52,741	39,886	47,755	45,336
Oklahoma	22,257	18,750	22,270	27,332	23,677	22,544	18,392
Oregon	13,415	12,712	14,636	15,223	12,865	15,560	12,814
Pennsylvania	47,965	40,949	53,383	61,473	46,306	60,271	52,586
Rhode Island	2,662	2,384	2,926	3,825	3,479	4,600	3,495
South Carolina	12,397	12,151	14,794	13,922	12,148	12,536	11,194
South Dakota	5,465	5,485	6,980	7,522	8,074	7,872	5,549
Tennessee	20,881	18,117	21,854	33,279	26,682	26,756	23,206
Texas	74,857	68,793	88,701	99,053	71,650	67,737	55,182
Utah	4,748	4,944	5,743	6,263	5,756	5,968	4,612
Vermont	2,705	2,527	2,693	3,001	3,458	4,294	3,946
Virginia	17,685	18,315	22,082	24,541	21,648	23,530	22,555
Washington	13,718	11,632	14,141	15,201	14,048	18,054	13,780
West Virginia	9,724	7,929	11,052	11,558	10,451	12,082	9,019
Wisconsin	18,794	16,745	21,185	25,076	22,596	23,398	19,729
Wyoming	4,477	4,440	5,069	5,932	4,567	4,853	3,492
Dist. of Col.	2,728	2,433	2,870	3,109	2,954	3,987	3,299
Totals	930,312	812,099	1,003,850	1,142,307	961,961	1,035,174	879,132

TRUCK MAKERS PERCENTAGE OF GAIN OR LOSS IN 1953 OVER 1952 SALES



Latest Power Ratings For U.S. Cars

	Horsepower* 1954	Horsepower* 1953	Torque 1954	Torque 1953
Chrysler	235	180	**330 at 2,600 rpm	312 at 2,000
Cadillac	230	210	330 at 2,700	330 at 2,700
Packard	212	180	330 at 2,200	300 at 2,000
Lincoln	205	205	305 at 2,300	305 at 2,300
Buick	200	188	309 at 2,400	300 at 2,400
Oldsmobile	185	165	300 at 2,000	284 at 1,800
Hudson	170	145	278 at 2,600	257 at 1,800
Mercury	161	125	238 at 2,200	218 at 2,200
Dodge	150	140	222 at 2,400	190 at 1,200
Nash	140	120	230 at 2,000	220 at 1,600
Kaiser	140	118	215 at 2,400	200 at 1,600
Ford	130	110	214 at 2,000	196 at 1,900
Pontiac	127	122	234 at 2,200	227 at 2,200
Chevrolet	125	115	200 at 2,000	200 at 2,200
Studebaker	120	120	190 at 2,000	190 at 2,000
Willys	115	90	190 at 1,800	115 at 2,000

* Advertised horsepower ratings for highest-powered car in each maker's line.
** Pounds-feet of torque.

Miscellaneous Registrations For United States 1953-1952

NEW CARS

Make	1953	1952
Domestic		
Checker	1,198	776
King Midget	174	136
Muntz	33	66
Miscellaneous	133	...
Total, American	1,538	978
Foreign		
Alfa-Romeo (I)	1	2
Allard (B)	62	51
Alvis (B)	39	42
Aston-Martin (B)	62	....
Austin (B)	3,087	4,804
Bentley (B)	44	27
Bristol (B)	6	....
Citroen (F)	40	11
Daimler (B)	5	11
English Standard (B)	4	....
British Ford (B)	3,644	3,854
Ferrari (I)	4	2
Fiat (I)	9	19
Hillman (B)	4,506	4,782
Humber (B)	146	226
Jaguar (B)	3,914	3,349
Jensen (B)	....	....
Jowett (B)	66	110
Lagonda (B)	1	....
Lea Francis (B)	....	2
Mercedes Benz (G)	288	....
Meteor (C)	1	2
MG (B)	6,606	7,449
Morgan (B)	113	46
Morris (B)	2,082	1,945
Opel (G)	15	7
Peugeot (F)	1	2
Porsche (G)	573	141
Renault (F)	110	374
Riley (B)	38	49
Rolls-Royce (B)	85	34
Rover (B)	422	371
Siata (I)	27	....
Simca (F)	27	46
Singer (B)	322	389
Sunbeam-Talbot (B)	809	281
Talbot (F)	16	36
Taunus (G)	3	....
Triumph (B)	278	105
Vauxhall (B)	2	14
Vedette (F)	1	....
Volkswagen (G)	1,237	601
Miscellaneous	266	117
Total, Foreign	28,961	29,303
Grand Total	30,499	30,281

Key: B—British; C—Canadian; F—French; G—German; I—Italian.

NEW TRUCKS

Make	1953	1952
Austin (B)	17	48
Available	24	24
Brown	10	117
Coleman	1	1
Commer (B)	93	106
Corbitt	30	49
Crosley	32	243
Dart	16	9
Duplex	16	10
Euclid	27	39
Goliath (G)	1	....
Freightliner	...	195
Henderickson	106	71
Hillman (B)	25	10
Linn	...	....
Marmon-Herrington	40	29
Oshkosh	106	129
Thames (B)	107	118
Volkswagen (G)	33	10
Walter	62	100
Ward LaFrance	48	78
Total	794	1,386

Compiled by R. L. Polk.

Here's How Car Makers Fared on Percentage of Industry In the Various States in 1953 Sales

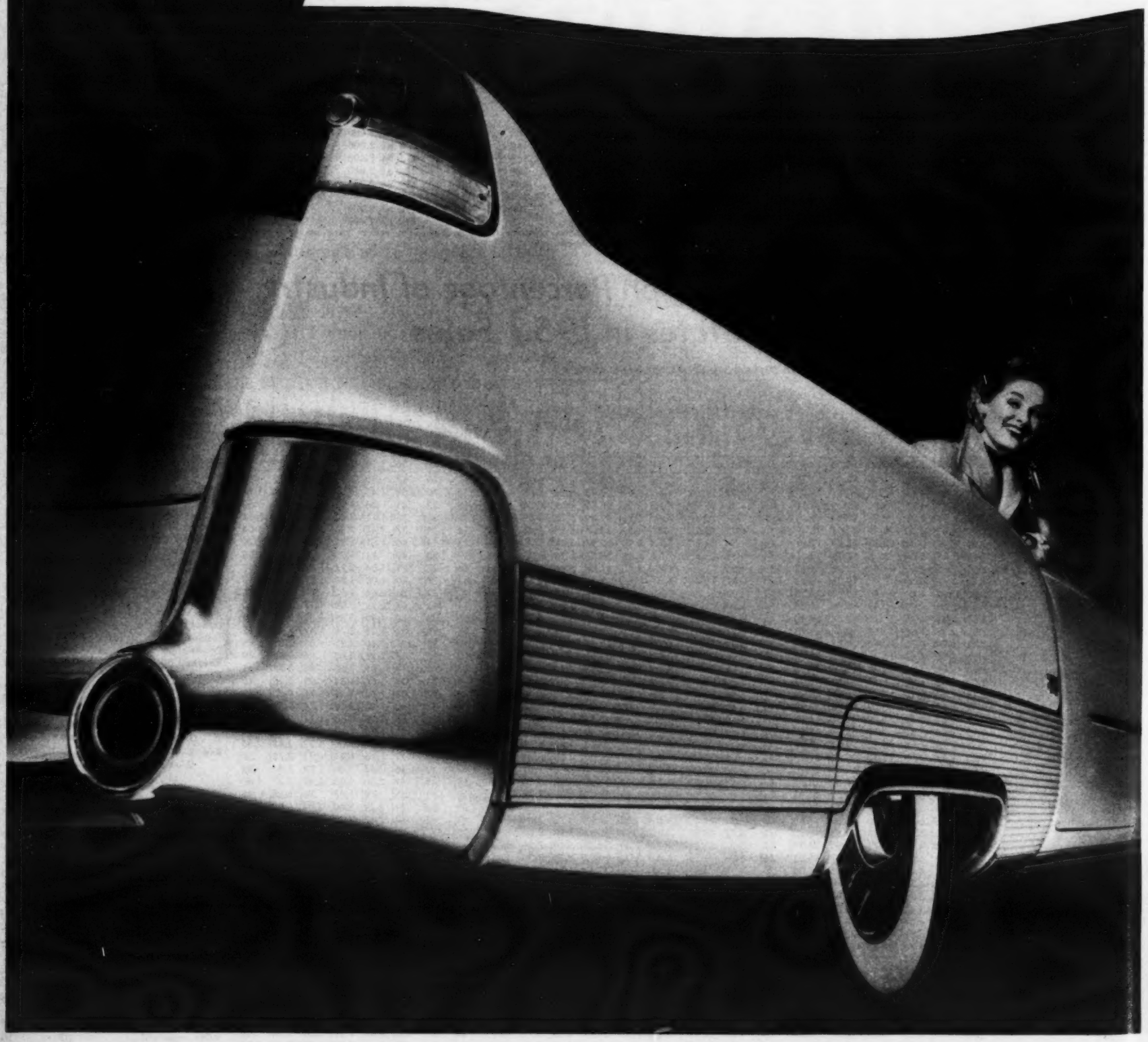
Computed by Automotive News

STATES	Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Henry J	Kaiser	K-F TOTAL	Hudson	Nash	Packard	Studebaker	Willys
Nat'l % of Industry	2.67	2.13	5.03	10.46	20.30	19.45	.68	5.01	25.14	7.91	1.71	23.39	5.32	6.72	45.07	.18	.39	.58	1.16	2.39	1.23	2.80	.73
Alabama	2.12	1.33	4.38	11.17	19.00	21.12	.64	5.16	26.92	8.17	1.21	27.09	4.49	6.02	46.98	.18	.29	.47	.86	1.55	.86	2.52	.71
Arizona	2.81	1.37	4.45	9.78	18.41	18.71	.72	5.03	24.46	9.46	1.94	23.43	5.18	6.17	46.18	.30	.39	.69	1.43	1.65	1.33	3.90	1.12
Arkansas	1.75	1.85	4.78	13.31	21.69	20.38	.49	4.32	25.19	7.12	1.20	26.69	4.39	6.54	45.94	.18	.23	.41	.66	1.95	.61	2.82	.60
California	2.35	1.99	4.38	9.08	17.80	19.09	.96	6.37	26.42	7.41	2.56	21.39	5.74	6.42	43.52	.14	.61	.75	1.11	2.43	1.11	3.52	.84
Colorado	2.99	1.83	4.80	9.89	19.51	18.47	1.15	6.07	25.69	8.01	1.87	23.47	6.11	6.43	45.89	.11	.26	.37	1.47	2.31	1.06	2.30	1.04
Connecticut	3.40	2.21	6.62	10.32	22.55	17.91	.70	4.78	23.39	7.56	1.95	19.98	5.64	6.78	41.91	.22	.44	.66	1.61	2.99	1.67	2.76	1.20
Delaware	1.99	1.30	5.63	8.23	17.15	20.10	.74	4.36	25.20	7.35	1.88	28.35	5.15	6.90	49.63	.17	.32	.49	.91	1.68	.79	3.24	.55
Dist. of Columbia	2.89	1.87	4.33	14.80	23.89	17.60	.75	4.05	22.40	6.73	2.45	24.84	5.85	6.87	46.74	.14	.27	.41	1.04	1.17	1.23	1.94	.49
Florida	2.44	1.73	4.50	10.41	19.08	18.94	.95	5.52	25.41	8.34	2.16	23.22	5.49	6.32	45.53	.43	.27	.70	1.02	1.79	1.37	2.83	1.13
Georgia	1.85	1.22	4.64	10.50	18.21	20.78	.61	4.96	26.35	7.89	1.29	28.27	4.67	7.34	49.46	.22	.32	.54	.58	1.02	.82	2.34	.50
Idaho	2.67	2.05	4.83	8.49	18.04	17.56	.91	6.24	24.71	8.55	1.85	21.64	6.24	5.88	44.16	.11	.53	.64	2.22	3.09	1.17	3.89	1.70
Illinois	2.88	2.25	4.96	10.72	20.81	18.10	.75	5.23	24.08	8.81	1.96	22.18	5.62	6.22	44.79	.10	.36	.46	1.81	3.38	1.31	2.67	.53
Indiana	2.50	2.28	4.66	11.23	20.67	17.73	.62	4.26	22.61	7.90	1.38	23.77	5.16	6.63	44.84	.18	.49	.67	1.25	2.78	1.47	4.93	.62
Iowa	2.41	1.79	4.73	10.98	19.91	20.02	.53	5.02	25.57	7.12	1.25	26.67	5.17	6.81	47.02	.10	.27	.37	.80	2.32	.68	2.81	.45
Kansas	2.28	1.65	4.44	10.65	19.02	20.92	.66	5.08	26.66	7.99	1.42	23.88	5.13	6.55	44.97	.28	.60	.88	1.26	3.05	.96	2.62	.49
Kentucky	2.23	1.48	5.05	10.40	19.16	20.34	.39	3.97	24.70	7.60	1.09	26.53	4.98	6.93	47.13	.15	.27	.42	.89	2.66	.93	3.37	.61
Louisiana	2.04	1.83	4.06	11.20	19.13	21.45	.54	4.02	26.01	6.85	1.28	28.55	4.30	6.63	47.61	.21	.32	.53	.56	1.34	.98	3.26	.43
Maine	2.78	2.40	6.19	11.70	23.07	17.04	.62	4.71	22.37	6.98	1.09	24.74	4.40	6.32	43.53	.64	.37	1.01	1.62	2.39	1.16	2.85	1.62
Maryland	2.51	1.95	4.71	10.89	20.06	20.78	.73	4.69	26.20	7.24	1.17	25.18	4.61	6.64	44.84	.27	.33	.60	1.20	2.12	1.26	2.57	.79
Massachusetts	2.97	2.61	5.72	11.00	22.30	17.73	.69	4.86	23.28	7.68	1.54	20.61	6.30	7.37	43.50	.31	.32	.63	1.18	3.40	1.11	2.86	.78
Michigan	2.12	1.84	4.48	8.52	16.96	23.80	.72	4.63	29.15	8.34	1.97	23.56	5.26	7.30	46.43	.14	.41	.55	1.14	2.19	1.15	1.92	.41
Minnesota	2.58	2.08	4.26	10.90	19.82	19.94	.49	4.59	25.02	7.94	1.25	25.30	5.42	6.73	46.64	.08	.44	.52	1.12	2.06	1.23	2.82	.55
Mississippi	2.25	1.42	3.99	12.10	19.76	21.29	.50	4.68	26.47	7.66	1.28	28.05	4.03	6.39	47.41	.13	.16	.29	.76	1.21	.71	2.78	.50
Missouri	2.07	2.14	4.30	12.64	21.15	20.70	.55	4.79	26.04	7.05	1.38	24.66	5.20	6.29	44.58	.17	.29	.46	.65	3.04	1.04	2.54	.40
Montana	2.37	1.87	4.87	9.58	18.69	20.01	.81	5.16	25.98	7.36	1.85	23.30	6.44	5.10	44.05	.12	.49	.61	2.30	2.05	1.42	3.37	1.40
Nebraska	2.61	1.33	3.72	9.91	17.57	21.96	.66	5.09	27.71	8.23	1.53	25.60	5.18	7.17	47.71	.23	.32	.55	.79	1.67	.76	2.68	.49
Nevada	3.48	2.56	5.10	9.71	20.85	17.36	1.26	5.94	24.56	6.64	2.58	19.93	5.63	6.26	41.04	.06	.15	.21	1.29	2.00	2.03	5.09	1.39
New Hampshire	2.64	1.80	6.22	10.23	20.89	17.62	.64	4.12	22.38	6.54	1.22	24.00	4.73	7.39	43.88	.41	.43	.84	2.40	3.24	1.02	2.88	1.86
New Jersey	3.86	2.61	5.27	10.11	21.85	18.33	.70	5.78	24.81	7.22	1.99	20.54	4.88	7.59	42.22	.22	.37	.59	1.48	2.61	1.81	2.97	.99
New Mexico	2.95	1.54	4.20	9.71	18.40	18.34	.98	5.96	25.28	9.21	1.65	24.27	5.09	7.09	47.31	.15	.31	.46	1.19	1.60	.91	3.60	.93
New York	4.07	3.43	6.92	10.32	24.74	15.53	.68	5.04	21.25	8.57	2.05	19.82	5.72	7.30	43.46	.24	.40	.64	1.25	2.49	1.57	2.64	1.03
North Carolina	2.22	1.87	4.48	10.38	18.95	20.06	.59	4.96	25.61	8.37	1.39	25.84	4.86	7.28	47.74	.17	.23	.40	.74	1.42	1.19	2.62	1.12
North Dakota	3.07	1.91	4.30	12.18	21.46	22.16	.65	4.38	27.19	6.62	1.25	26.46	4.17	5.42	43.92	.05	.23	.28	.96	2.21	.86	2.77	.33
Ohio	2.93	2.25	5.76	10.13	21.07	18.94	.61	4.90	24.45	8.04	1.73	23.16	5.00	6.99	44.92	.19	.47	.66	1.29	2.32	1.41	2.76	.89
Oklahoma	1.72	1.70	3.48	10.15	17.05	23.37	.62	5.54	29.53	7.55	1.33	26.37	5.47	6.65	47.37	.05	.13	.18	.59	1.74	.74	2.38	.31
Oregon	2.32	2.27	4.57	9.66	18.82	20.23	.81	5.09	26.13	6.83	1.84	22.24	6.33	6.13	43.37	.24	.57	.81	1.46	2.81	1.20	3.09	1.39
Pennsylvania	2.94	2.59	5.59	12.21	23.33	18.43	.56	4.33	23.32	7.85	1.48	22.84	5.18	6.24	43.59	.25	.51	.76	1.27	2.40	1.68	2.53	.82
Rhode Island	3.24	2.47	6.78	10.86	23.35	17.69	.56	4.49	22.74	6.80	1.64	20.59	5.59	6.37	40.99	.37	.43	.80	1.71	3.87	1.39	3.53	.58
South Carolina	1.80	1.57	4.73	10.22	18.32	20.70	.63	4.83	26.16	7.70	1.21	28.45	4.76	6.46	48.58	.21	.19	.40	.85	1.34	1.06	2.35	.70
South Dakota	2.45	1.75	5.16	11.33	20.69	20.44	.69	4.95	26.08	7.42	1.24	26.45	4.97	5.13	45.21	.09	.31	.40	.99	1.89	1.12	2.88	.68
Tennessee	1.94	1.90	5.31	12.26	21.41	20.50	.46	4.19	25.15	8.15	1.26	25.86	4.44	6.64	46.35	.23	.21	.44	.78	1.66	.86	2.60	.58
Texas	2.16	1.32	4.50	9.78	17.76	21.77	.74	5.72	28.23	8.19	1.70	25.58	5.66	6.40	47.53	.11	.31	.42	.55	1.48	.85	2.61	.35
Utah	2.89	2.61	5.13	8.03	18.66	18.68	.82	6.18	25.68	7.96	1.65	21.02	6.55	6.81	43.99	.17	.82	.99	1.83	2.83	1.50	2.81	1.31
Vermont	3.40	1.44	6.80	11.15	22.79	17.28	.48	4.03	21.79	7.69	1.05	23.38	5.47	6.31	43.90	.39	.35	.74	.82	3.91	1.18	2.08	2.15
Virginia	2.58	1.83	4.33	11.62	20.36	21.69	.60	4.62	26.91	7.00	1.33	24.94	4.68	6.76	44.71	.24	.31	.55	1.31	1.28	1.09	2.74	.55
Washington	2.34	2.17	4.78	10.64	19.93	20.58	.74	5.01	26.33	6.36	1.41	22.33	5.82	5.80	41.72	.16	.73	.89	1.45	2.74	1.32	3.43	1.00
West Virginia	3.25	1.87	6.63	11.83	23.58	18.17	.61	4.35	23.13	7.75	1.11	24.77	3.99	6.71	44.33	.18	.27	.45	1.08	1.96	1.66	2.38	1.29
Wisconsin	2.44	2.09	4.68	9.72	18.93	17.89	.51	4.11	22.51	9.03	1.50	22.93	5.83	7.25	46.54	.10	.42	.52	1.31	5.13	1.15	3.11	.60
Wyoming	2.91	2.11	4.35	9.01	18.38	18.68	.73	5.11	24.52	9.39	2.15	24.93	6.12	6.30	48.89	.05	.18	.23	1.29	1.84	1.10	2.07	1.58

NOTE: Total will not add up to 100% because miscellaneous makers have not been included.

Twelve-Month Sales Data Supplied by R. L. Polk

The excitement and enthusiasm created by our 1954 models are a source of great pride to all of us at Cadillac. Its new styling and beauty alone have won it the most unstinted acclaim — and among those who have driven it, the praise has been even more heartwarming. For there has been almost unanimous agreement that the 1954 Cadillac comprises a truly thrilling advancement in automotive styling and performance — especially for a car that stands constantly so close to perfection.



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Automobile Scrappage Table—Passenger Cars

Cars in Use End of Year	Number	New Cars Sold Year	Number	Total Cars Barring Scrappage	Surviving End of Year	Number	Cars Failing To Reregister or Scrappage	Scrappage % to Cars in Use	Scrappage % to New Cars Sold
1924	15,350,038	1925	2,967,755	18,317,793	1925	17,485,627	832,166	4.76	28.04
1925	17,485,627	1926	3,228,695	20,714,322	1926	18,915,260	1,799,062	9.51	55.72
1926	18,915,260	1927	2,623,538	21,538,798	1927	19,410,175	2,128,623	10.97	81.14
1927	19,410,175	1928	3,139,579	22,549,754	1928	20,673,852	1,875,902	9.07	59.75
1928	20,673,852	1929	3,880,247	24,554,099	1929	22,599,701	1,954,398	8.65	50.37
1929	22,599,701	1930	2,625,979	25,225,680	1930	22,345,090	2,880,590	12.89	109.70
1930	22,345,090	1931	1,908,141	24,253,231	1931	21,484,450	2,768,781	12.89	145.10
1931	21,484,450	1932	1,096,399	22,580,849	1932	19,752,283	2,828,566	14.32	257.99
1932	19,752,283	1933	1,493,794	21,246,077	1933	19,300,336	1,945,741	10.08	130.25
1933	19,300,336	1934	1,888,557	21,188,893	1934	20,725,926	462,967	2.23	24.51
1934	20,725,926	1935	2,743,908	23,469,834	1935	22,015,052	1,454,782	6.61	53.02
1935	22,015,052	1936	3,404,497	25,419,549	1936	23,846,488	1,573,061	6.60	46.21
1936	23,846,488	1937	3,483,752	27,330,240	1937	25,330,584	1,999,656	7.89	57.40
1937	25,330,584	1938	1,891,021	27,221,605	1938	24,455,012	2,766,593	11.31	146.30
1938	24,455,012	1939	2,653,377	27,108,389	1939	25,754,387	1,354,002	5.26	51.03
1939	25,754,387	1940	3,415,905	29,170,292	1940	27,157,554	2,012,738	7.41	58.92
1940	27,157,554	1941	3,731,166	30,888,720	1941	28,968,114	1,920,606	6.63	51.47
1941	28,968,114	1942-3-4	593,191	29,561,305	1944	24,218,562	5,342,743*	22.06	....
1944	24,218,562	1945-6	1,829,747	26,048,309	1946	26,464,525**	(416,216)***	....	....
1946	26,464,525	1947	3,177,376	29,641,901	1947	29,153,708	488,193	1.67	15.36
1947	29,153,708	1948	3,490,952	32,644,660	1948	31,789,143	855,517	2.69	24.51
1948	31,789,143	1949	4,838,342	36,627,485	1949	35,407,444	1,220,041	3.45	25.22
1949	35,407,444	1950	6,326,438	41,733,882	1950	39,418,772	2,315,110	5.87	36.59
1950	39,418,772	1951	5,060,903	44,479,675	1951	40,767,855	3,711,820	9.10	73.34
1951	40,767,855	1952	4,158,394	44,926,249	1952	41,788,260	3,137,989	7.51	75.49
1952	41,788,260	1953	5,738,989	47,527,249	1953	45,061,313	2,465,936	5.47	42.97

29-YEAR SUMMARY

Cars in use, December 31, 1924	15,350,038	Survivors as of December 31, 1953	45,061,313
News cars sold, 1925 through 1953	81,390,642	Scrappage, 1925 through 1953	51,679,367
TOTAL in use, barring scrappage	96,740,680	Average scrappage per year	1,782,047

*Includes cars taken out of service, presumably due to wartime restrictions. **The figure under "Survivors," (Col. 7), for 1946 includes cars out of registration in the 1944 count estimated at upwards of one million units. ***This minus figure is presumed to be the result of the registration of cars which had been out of service during the war.

—Compiled by R. L. Polk & Co.

Automobile Scrappage Table—Trucks

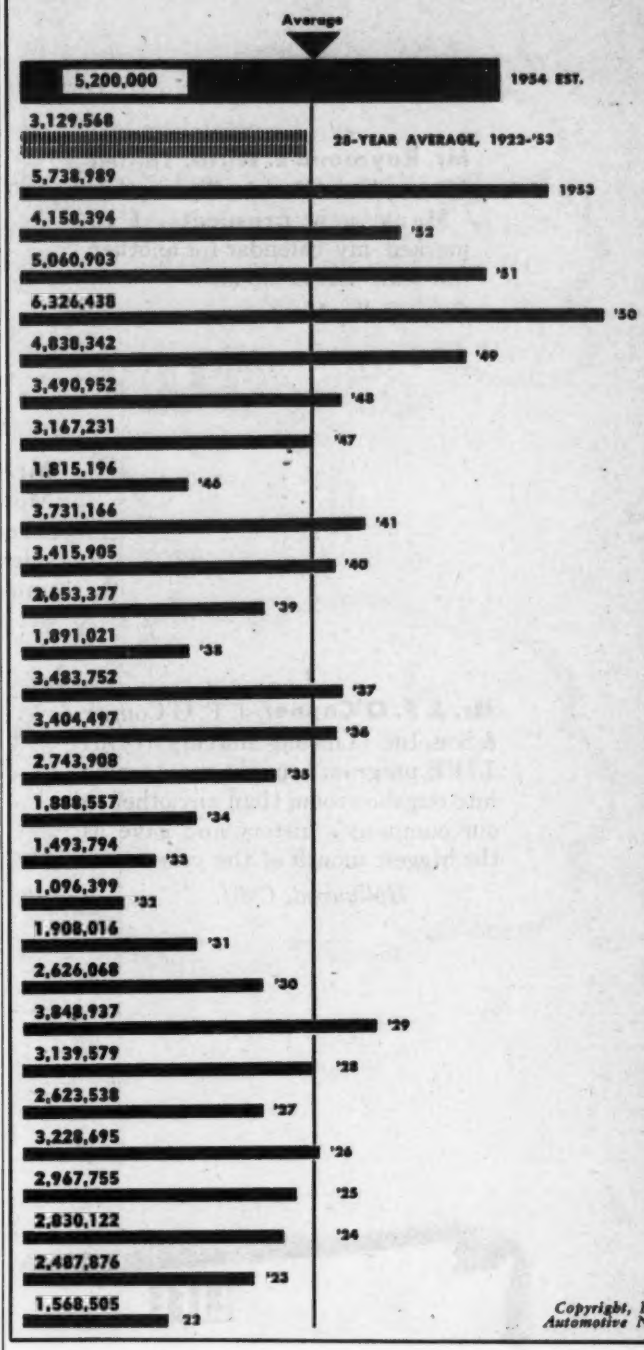
Trucks in Use End of Year	Number	New Trucks Sold Year	Number	Total Trucks Barring Scrappage	Surviving End of Year	Number	Trucks Failing To Reregister or Scrappage	Scrappage % to Trucks in Use	Scrappage % to New Trucks Sold
1924	2,126,216	1925	333,150	2,459,366	1925	2,332,585	126,781	5.44	38.05
1925	2,332,585	1926	387,341	2,719,926	1926	2,671,061	48,865	1.83	12.62
1926	2,671,061	1927	327,965	2,999,026	1927	2,804,196	194,830	6.95	59.41
1927	2,804,196	1928	341,123	3,145,319	1928	2,990,927	154,392	5.16	45.26
1928	2,990,927	1929	527,057	3,517,984	1929	3,302,761	215,223	6.52	40.84
1929	3,302,761	1930	410,699	3,713,460	1930	3,416,962	296,498	8.68	72.19
1930	3,416,962	1931	313,884	3,730,846	1931	3,318,782	412,064	12.41	131.28
1931	3,318,782	1932	180,332	3,499,114	1932	3,070,076	429,038	13.98	237.91
1932	3,070,076	1933	245,869	3,315,945	1933	2,962,614	353,331	11.89	143.71
1933	2,962,614	1934	403,886	3,366,500	1934	3,274,994	91,506	2.79	22.66
1934	3,274,994	1935	510,683	3,785,677	1935	3,535,661	250,016	7.07	48.96
1935	5,535,661	1936	611,644	4,147,305	1936	3,887,393	259,912	6.68	42.49
1936	3,887,393	1937	618,249	4,505,642	1937	4,150,072	355,570	8.57	57.51
1937	4,150,072	1938	365,349	4,515,421	1938	4,038,207	477,214	11.82	130.62
1938	4,038,207	1939	486,748	4,524,955	1939	4,318,706	206,249	4.77	42.37
1939	4,318,706	1940	576,327	4,895,033	1940	4,539,969	355,064	7.82	61.61
1940	4,539,969	1941	640,697	5,180,666	1941	4,838,378	342,288	7.07	53.42
1941	4,838,378	1942-3-4	350,797	5,189,175	1944	4,506,189	682,986	15.16	....
1942	4,506,189	1945-6	1,348,789	5,854,978	1946	5,462,973	392,005	7.18	29.06
1946	5,462,973	1947	954,217	6,417,190	1947	6,378,433	38,757	.61	4.06
1947	6,378,433	1948	1,035,174	7,413,607	1948	7,105,740	307,867	4.33	29.74
1948	7,105,740	1949	961,961	8,067,701	1949	7,583,663	484,038	6.38	50.32
1949	7,583,663	1950	1,142,307	8,725,970	1950	8,198,529	527,441	6.43	60.42
1950	8,198,529	1951	1,003,850	9,202,379	1951	8,552,758	649,621	7.60	64.72
1951	8,552,758	1952	812,099	9,364,857	1952	8,833,022	531,835	6.02	64.26
1952	8,833,022	1953	930,312	9,763,334	1953	9,147,402	615,932	6.73	66.21

29-YEAR SUMMARY

Trucks in use, December 31, 1924	2,126,216	Surviving as of December 31, 1953	9,147,402
New Trucks sold, 1925 through 1953	15,820,509	Scrappage, 1925 through 1953	8,799,323
TOTAL in use, Barring Scrappage	17,946,725	Average Scrappage per year	303,425

—Compiled by R. L. Polk & Co.

28-Year Record Of Car Sales



New-Car Registrations by Makes 1948-1953

	1953	1952	1951	1950	1949	1948
CHRYSLER GROUP:						
Chrysler	153,756	113,392	149,435	151,300	130,516	105,315
DeSoto	122,342	91,677	112,643	115,023	103,311	82,454
Dodge	288,812	246,464	298,603	300,104	273,530	213,923
Plymouth	600,447	433,134	542,649	547,367	527,915	347,174
Total	1,165,357	884,667	1,103,330	1,113,794	1,035,272	748,866
FORD GROUP:						
Ford	1,116,267	732,481	862,309	1,166,118	806,766	486,888
Lincoln	39,169	29,110	25,816	34,318	37,691	32,638
Mercury	287,717	185,883	233,339	318,217	186,629	137,512
Total	1,443,153	947,474	1,121,464	1,518,653	1,031,086	657,038
GM GROUP:						
Buick	454,320	310,806	392,285	535,807	372,425	244,762
Cadillac	98,612	87,806	97,093	101,825	80,880	59,379
Chevrolet	1,342,480	852,542	1,067,042	1,420,399	1,031,466	709,609
Oldsmobile	305,593	218,189	273,472	372,519	269,351	175,531
Pontiac	385,692	266,351	337,821	440,528	321,033	228,939
Total	2,586,697	1,735,694	2,167,713	2,871,078	2,075,155	1,418,220
Allstate	675	1,566	.....	.....	.....	.....
Austin	3,087	4,804	3,800	5,452	3,642	8,610
Crosley	.....	2,679	5,304	6,986	10,175	25,400
Frazer	.....	.....	.....	11,884	15,827	57,994
Henry J	10,710	28,718	51,372	14,339	.....	.....
Hudson	66,797	78,509	96,847	134,219	137,907	109,497
Kaiser	22,825	41,022	52,286	85,832	57,995	108,367
Nash	137,507	142,520	140,035	175,722	135,328	104,156
Packard	71,079	66,346	66,999	73,155	97,771	77,843
Studebaker	161,257	157,902	205,514	268,229	199,460	143,120
Willys	42,433	41,016	26,049	33,926	28,576	21,408
Miscellaneous	27,412	25,477	20,190	13,259	10,148	10,433
Total	510,247	520,819	564,738	710,858	623,007	500,467
YEAR TOTAL	5,738,989	4,158,394	5,060,903	6,326,438	4,838,342	3,490,952

New-Truck Registrations by Makes 1946-1953

	1953	1952	1951	1950	1949	1948	1947	1946
Autocar	1,713	1,595	2,112	2,072	1,655	2,770	4,334	4,755
Brockway	2,080	1,752	2,182	2,384	1,626	2,958	4,255	3,683
Chevrolet	327,960	272,249	350,344	414,496	345,519	302,219	235,803	171,618
Crosley	32	243	434	422	871	2,411	.....	.....
Diamond-T	3,398	3,420	4,508	5,675	5,172	10,657	10,475	5,093
Divco	2,569	2,752	3,752	4,309	3,577	5,618	4,893	3,734
Dodge	82,345	102,129	106,600	99,716	116,956	114,431	126,736	96,490
Federal	986	841	1,008	1,469	1,225	4,026	6,020	4,557
Ford	266,027	179,523	250,802	315,912	202,179	225,729	186,414	131,469
FWD	359	543	501	323	337	811	1,195	585
GMC	82,296	79,612	100,285	97,200	80,407	74,857	49,187	25,645
Internat'l	95,404	92,788	95,184	97,818	91,164	125,203	113,151	78,392
Kenworth	747	705	668	673	*	*	*	*
Mack	6,890	7,138	9,794	9,908	6,866	9,795	10,917	4,687
Pontiac	468	541	908	1,362	775	.....	.....	.....
Reo	3,498	3,393	3,427	3,876	4,003	10,773	12,911	10,489
Sterling	.....	250	334	354	229	411	576	510
Studebaker	22,473	28,985	32,675	45,881	55,099	50,657	41,861	25,360
White	12,261	10,858	12,260	12,050	8,318	11,603	13,086	10,117
Willys	17,712	20,356	24,292	24,640	32,765	76,484	49,819	42,135
Misc.	1,094	2,426	1,780	1,767	3,218	3,761	7,496	5,930
Total	930,312	812,099	1,003,850	1,142,307	961,961	1,035,174	879,132	625,249

*Included in Miscellaneous

How They Fared

New-Car Sales

Jan., 1954 vs. Dec., 1953

TOTAL MARKET	—17.67
Packard	+28.98
Lincoln	+ 6.20
Chevrolet	— 0.94
Pontiac	— 1.62
Buick	—11.44
Mercury	—14.57
Ford	—19.08
Studebaker	—24.97
Chrysler	—24.98
Nash	—25.42
DeSoto	—27.89
Willys	—28.25
Plymouth	—29.34
Hudson	—29.59
Kaiser	—34.38
Henry J.	—34.95
Oldsmobile	—35.08
Dodge	—35.91
Cadillac	—65.87
• • •	
General Motors	—10.82
Ford Motor Co.	—17.63
Chrysler Corp.	—29.94

Local auto dealers explain the

Mr. Raymond L. Wirth, Thisted Motor Co. (Dodge-Plymouth): "Many new prospects. I've marked my calendar for another full-scale LIFE tie-in."
Great Falls, Mont.

Mr. Joseph Donovan, Thos. E. Hogan Inc. (Chrysler): "There has been a definite increase in traffic here since the ad ran in LIFE."
Boston, Mass.

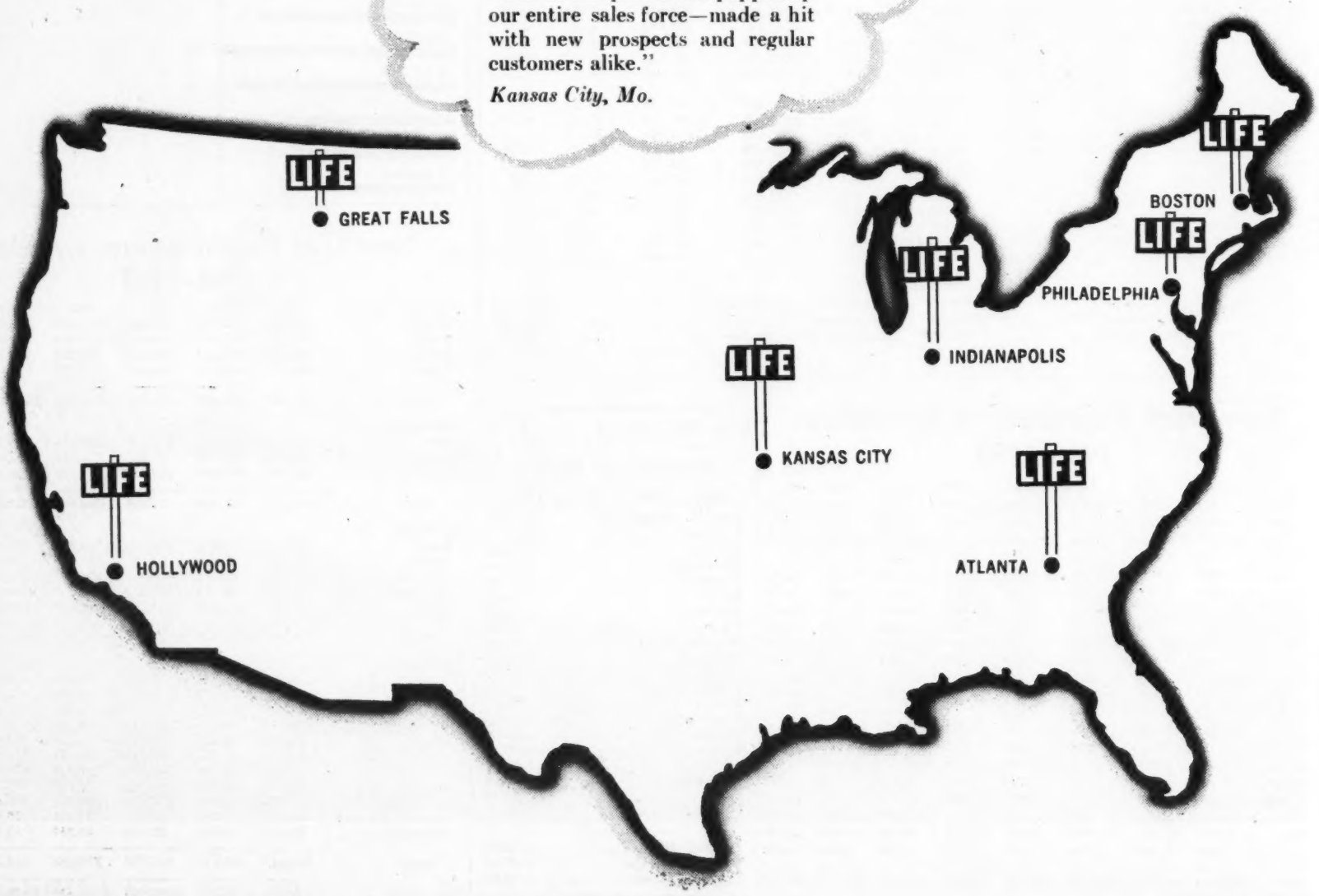
Mr. Martin H. Bury, Wilkie Buick: "Sales of new cars during the LIFE promotion were 61.3% higher than the comparable period last year."
Philadelphia, Pa.

Mr. J. B. Wyles, Wyles Johnson Motors, Inc. (Dodge-Plymouth): "Greatly increased traffic, actual sales up over weekend. Customers unusua ly well acquainted with product due to LIFE ad."
Indianapolis, Ind.

Mr. J. F. O'Conner, J. F. O'Conner & Son, Inc. (Lincoln-Mercury): "Our LIFE program brought more traffic into our showroom than any other in our company's history and gave us the biggest month of the year."
Hollywood, Calif.

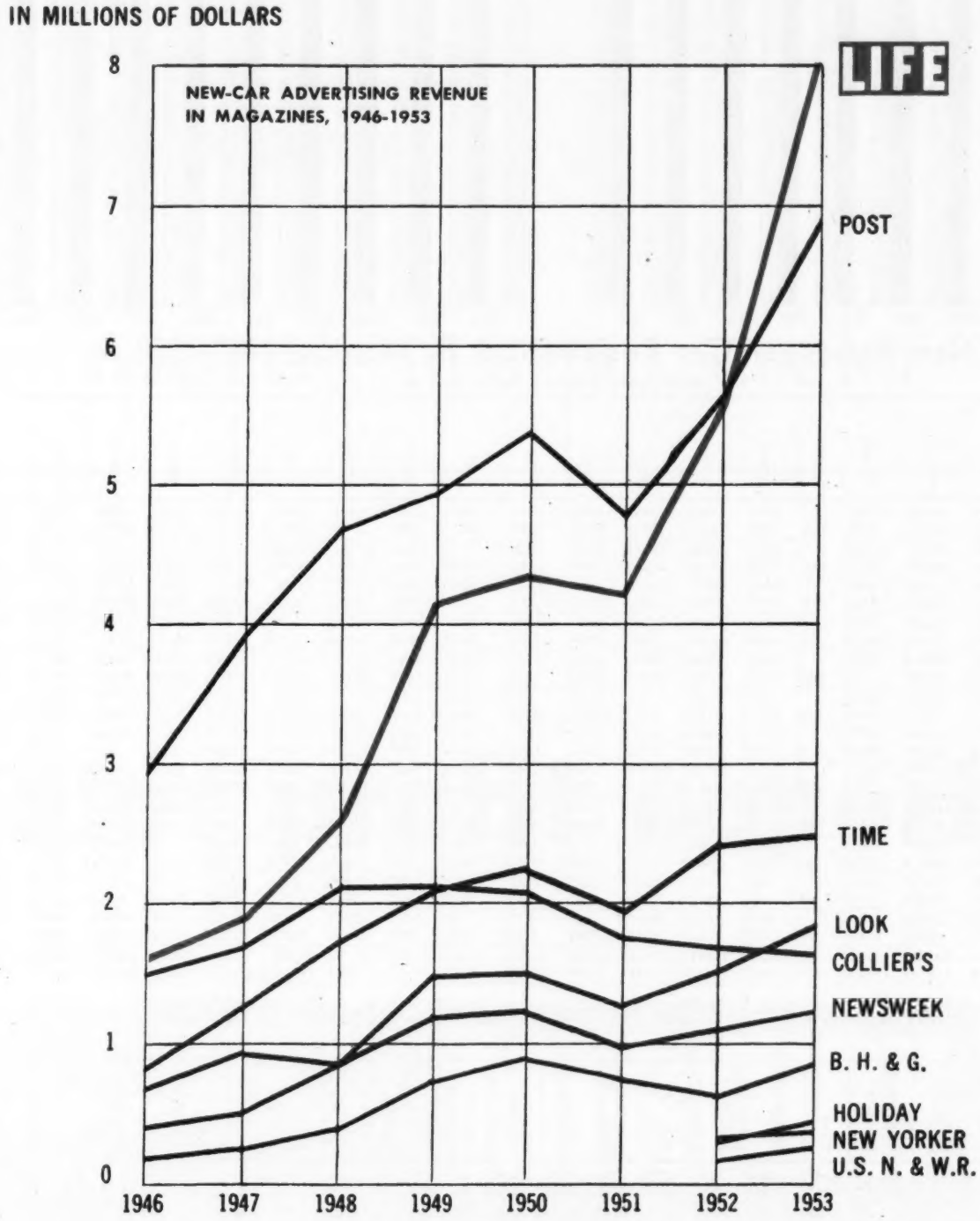
Mr. W. M. Boomershine, Boomershine Motors, Inc. (Pontiac): "The LIFE tie-in created a lot of interest here. We welcome it as something new and colorful."
Atlanta, Ga.

Mr. H. K. Fletcher, President, Packard Country Club Motors. "The LIFE promotion pepped up our entire sales force—made a hit with new prospects and regular customers alike."
Kansas City, Mo.



national trend in new-car advertising

In 1953, America's automobile manufacturers invested $8,278,275 in new-car advertising in LIFE—the largest investment the industry has ever placed in any one magazine in a single year!



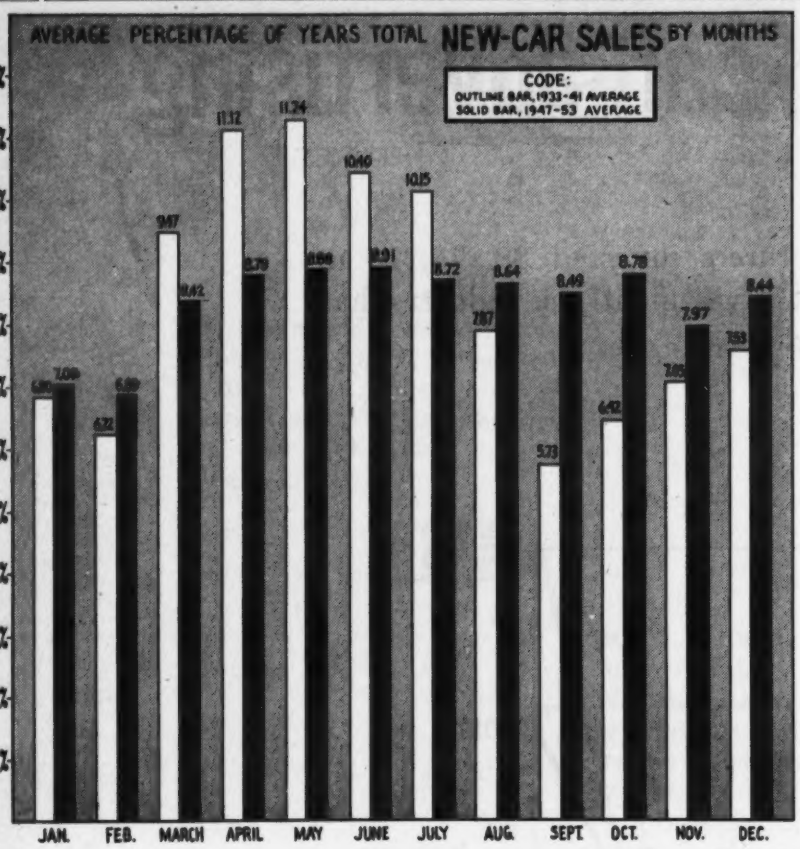
SOURCE: Publishers' Information Bureau Gross Figures).

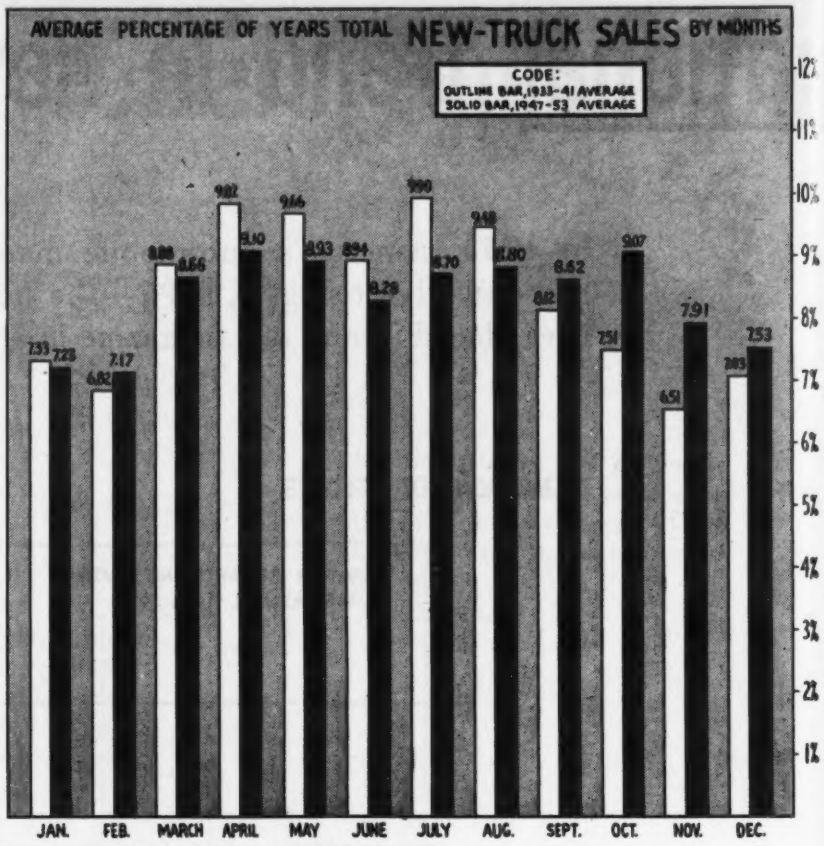
An industry as big as yours needs a magazine as big as . . .

LIFE

First in circulation
First in audience
First in advertising

9 Rockefeller Plaza, New York 20, N. Y.





New Passenger Car Registrations By Months, 1953-1952

Figures Supplied by R. L. Polk & Co.

MONTHS		Austin	Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Henry J	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc.	TOTAL
January	'53	342	26102	8118	69933	11702		9356	21604	76617	1302	5316	2621	2929	19831	12763	18798	6450	47002	26845	11704	4416	2470	386221
	'52	406	23498	4473	66790	9524	265	6599	16367	39815	2326	5099	2808	942	12299	8993	15831	4409	40378	22362	14879	1752	1564	301379
February	'53	326	34680	8583	89831	11076		8344	20638	69922	1144	4700	2211	2507	17745	12588	23722	6654	41235	26103	7514	4483	2552	396558
	'52	388	23821	6364	66009	9177	247	6523	17236	40028	1979	5845	2694	1214	11960	9662	16546	4423	33841	17685	15690	2186	1941	295459
March	'53	362	41422	9940	116786	13600		10062	25717	81076	1280	6160	2659	2510	21557	16005	28751	7943	47768	33210	11822	5075	2663	486368
	'52	374	24212	6916	65557	9026	295	7784	17631	63011	2342	6074	3059	2049	14000	9201	17743	5607	31494	18608	13410	2607	1857	322857
April	'53	353	43465	9770	126378	15099		11496	30524	85273	1201	7491	2731	4011	21250	16077	30278	8057	53752	36549	16614	4918	2823	528110
	'52	402	28424	7661	75695	10455	371	8580	20776	73311	2369	6781	3417	2656	16478	12153	19918	6418	37417	22284	13819	2889	2014	374288
May	'53	275	43549	9726	129764	14771		11620	30249	90112	1000	7541	2559	4596	23317	15076	31690	7725	54207	38314	19318	4521	2645	540575
	'52	540	31040	8302	87033	11434	374	9150	27662	70670	4435	8270	3868	2808	18240	15478	22062	6899	45237	26236	16333	3876	2270	422217
June	'53	284	47526	10324	137390	15307		11717	31651	72500	1142	7348	2657	5010	17768	14031	35092	7710	58405	42360	17079	3942	2950	542193
	'52	413	30474	8301	85052	11902	323	8972	31344	68012	4035	8300	3951	2807	16686	16769	21650	7553	46988	27642	15627	4414	2440	423655
July	'53	232	43194	9752	128040	14321		11185	26856	99178	1173	6236	2067	4435	22270	12178	32923	6470	54864	39352	13450	3140	2467	533783
	'52	431	24863	7944	62690	10845	310	8197	25569	47104	2675	7906	3994	2737	14311	14492	17307	7234	41361	21270	11934	4653	2627	340454
August	'53	201	39070	8429	117175	12629		10162	21988	106859	955	5017	1630	3986	26515	10092	28475	5110	49218	35039	14817	2960	2103	502430
	'52	432	15415	7510	27216	7792	209	5891	14959	37870	1748	6776	3358	2756	11771	9086	10255	4736	18796	15187	7200	4085	2620	215668
September	'53	161	35062	3086	112356	10926		9538	19174	106424	529	3630	1181	2862	28617	7377	18282	4458	46074	25629	13944	2493	2003	453806
	'52	555	25216	8854	69938	7757	139	6157	15270	59503	1696	6675	3219	2775	13698	9869	17400	4298	29717	21408	8440	3631	2655	318870
October	'53	208	38370	4670	125047	11318		10252	22658	118996	435	4914	1007	2360	33906	7292	18030	4170	53430	28852	14267	2419	2096	504697
	'52	322	30753	9043	88811	5710	65	6767	16650	79037	1430	6255	3494	3266	15620	12494	21802	4824	31639	27114	12045	3648	2596	383385
November	'53	182	35141	6781	106760	10965		8952	19678	108697	303	4267	772	1450	29009	6272	18329	3158	47271	28378	10219	2109	1618	450311
	'52	280	29099	7661	81667	8404	47	6906	19471	73948	1891	4845	3654	2210	18247	11522	20420	3796	24202	23786	12722	3417	2061	360256
December	'53	161	26739	9433	83020	12043		9658	18075	100613	246	4177	730	2513	27932	7756	21223	3174	47221	25061	10509	1957	1697	413937
	'52	322	23991	4777	76084	11366	34	10151	23529	80172	1792	5683	3506	2890	22573	12801	17255	6149	52064	22769	15803	3858	2398	399906
Grand Totals	'53	3087	454320	98612	1342480	153756		122342	288812	1116267	10710	66797	22825	39169	287717	137507	305593	71079	600447	385692	161257	42433	28087	5738989
	'52	4804	310806	87806	852542	113392	2679	91677	246464	732481	28718	78509	41022	29110	185883	142520	218189	66346	433134	266351	157902	41016	27043	4158394

New Commercial Car Registrations by Months, 1953-1952

Figures Supplied by R. L. Polk & Co.

MONTHS		Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	Internat'l	Kenworth	Mack	Peterbilt	Pontiac	Reo	Studebaker	White*	Willys	Misc.	TOTAL		MONTHS
January	'53	95	154	25174	5	247	149	7655	127	18328	38	7068	7737	52	490	21	42	283	2210	780	1772	87	72514	'53	January
	'52	142	117	19455	29	288	254	7979	52	12986	76	5969	6650	47	536	19	74	239	2114	977	1478	180	59661	'52	
February	'53	126	168	24817	4	227	171	7536	76	15936	37	6498	7685	50	390	4	31	263	2105	835	1601	56	68616	'53	February
	'52	147	137	19536	27	292	233	7306	57	13205	34	5971	6880	70	528	26	47	236	2137	795	1389	232	59285	'52	
March	'53	162	189	30490		292	197	8546	69	15718	27	7711	9762	65	661	10	38	346	2413	1190	1653	98	79637	'53	March
	'52	120	144	20530	24	345	309	7276	78	15035	44	6224	7400	62	532	10	52	272	2246	975	1470	216	63364	'52	
April	'53	168	169	33103	8	314	201	8894	61	22936	18	8485	10011	94	710	25	36	396	2524	1225	1676	73	91127	'53	April
	'52	147	153	24391	35	349	256	8188	98	17886	40	7025	8277	71	785	23	41	265	2534	1015	1624	258	73461	'52	
May	'53	183	191	31237	5	362	248	7338	58	23388	16	7787	9389	34	572	1	46	328	2320	1191	1594	58	86346	'53	May
	'52	115	150	24842	27	314	256	7979	50	16605	39	6956	8113	59	597	20	31	247	2615	954	1564	157	71690	'52	
June	'53	185	174	28801		259	263	6695	114	19255	37	7509	8311	56	580	16	40	262	2030	1133	1434	45	77199	'53	June
	'52	128	101	25452	33	224	216	8620	57	15852	29	6808	7585	42	606	20	41	268	2584	974	1673	158	71471	'52	
July	'53	125	185	27752	6	303	212	6467	90	20041	39	7315	7958	132	659	17	51	332	1827	1272	1324	54	76161	'53	July
	'52	125	132	22908	32	258	206	10169	108	15301	44	7239	8756	50	648	21	39	277	2778	990	1892	161	72134	'52	
August	'53	138	167	26154		316	147	6288	81	24380	34	6748	7188	76	613	27	49	258	1707	918	1301	52	76642	'53	August
	'52	98	143	14176	13	271	176	10867	70	12515	38	5263	8176	81	687	24	18	320	2111	906	1629	204	57786	'52	
September	'53	130	155	27205	1	297	217	6181	110	25463	39	6427	7213	64	631	172	32	273	1575	814	1268	52	78319	'53	September
	'52	130	142	21861	7	273	268	8909	66	11856	26	6729	8861	66	558	21	36	305	2478	886	1705	198	65381	'52	
October	'53	201	186	29441	2	309	323	5254	45	27816	26	6377	7407	57	661	23	49	284	1585	1097	1422	60	82625	'53	October
	'52	156	171	27813	4	323	242	9180	74	15284	73	8105	8728	61	697	24	46	381	2899	1059	2021	145	77486	'52	
November	'53	96	190	22393	1	232	230	5332	64	27753	20	5400	6459	40	465	8	28	238	1209	891	1348	70	72467	'53	November
	'52	147	185	25610	6	256	170	7972	50	16008	62	6809	7067	56	447	18	75	330	2295	925	1834	109	70431	'52	
December	'53	104	152	21393		240	211	6159	91	25013	28	4971	6284	27	458	8	26	235	968	915	1319	57	68659	'53	December
	'52	140	177	25675	6	227	166	7684	81	16990	38	6514	6295	40	517	10	41	253	2194	652	2077	172	69949	'52	
Grand Totals	'53	1713	2080	327960	32	3398	2569	82345	986	266027	359	82296	95404	747	6890	332	468	3498	22473	12261	17712	762	930312	'53	Grand Totals
	'52	1595	1752	272249	243	3420	2752	102129	841	179523	543	79612	92788	705	7138	236	541	3393	28985	11108	20356	2190	812099	'52	

*1952 figures for White Motor includes Sterling.

high public acceptance

plus a **big** market

plus **fewer** dealers

plus **more** sales per dealer

means

greater profit opportunity

it pays to travel with **MERCURY**

America's fastest growing car

New Passenger Car Registrations By States, 1948-1953

	1953	1952	1951	1950	1949	1948
Alabama	71,078	51,074	64,420	79,156	58,273	40,432
Arizona	24,926	18,791	22,040	26,570	20,995	12,994
Arkansas	41,599	28,709	37,534	47,003	34,030	21,319
California	452,769	346,929	392,682	519,999	389,544	272,209
Colorado	44,558	34,946	43,172	58,953	42,770	27,942
Connecticut	87,629	63,768	73,246	86,097	66,278	50,745
Delaware	18,498	12,329	15,277	17,421	14,655	9,996
Florida	120,439	80,905	94,103	116,904	84,238	53,746
Georgia	94,643	72,240	93,854	113,923	80,886	59,703
Idaho	23,776	18,735	23,151	27,355	23,211	14,554
Illinois	406,069	295,729	350,846	417,871	345,156	241,231
Indiana	182,962	122,339	159,446	200,112	148,827	101,128
Iowa	100,797	71,700	95,638	128,114	102,183	68,947
Kansas	83,127	63,172	76,047	91,572	74,760	48,970
Kentucky	72,423	51,716	62,832	78,897	61,597	43,082
Louisiana	77,655	53,850	59,212	81,231	65,820	44,925
Maine	24,283	16,967	22,467	29,175	23,140	17,298
Maryland	89,494	66,831	78,073	93,227	69,985	52,762
Massachusetts	159,527	115,195	137,643	166,815	133,288	102,244
Michigan	423,454	287,842	343,779	430,231	321,421	280,853
Minnesota	123,661	91,598	112,416	153,203	107,435	76,781
Mississippi	45,176	33,681	42,386	50,797	40,163	28,242
Missouri	159,971	96,788	140,397	174,394	131,269	93,266
Montana	24,869	20,160	24,735	31,249	23,681	18,014
Nebraska	58,278	43,907	55,510	67,964	51,105	35,234
Nevada	7,846	5,794	6,173	7,672	6,607	5,028
New Hampshire	17,680	14,095	16,226	19,154	15,162	10,539
New Jersey	211,073	148,936	179,333	210,785	165,842	116,945
New Mexico	21,248	15,462	18,512	23,289	17,571	10,897
New York	485,032	342,044	420,720	542,195	415,634	338,254
North Carolina	110,364	78,399	98,339	119,477	93,514	59,584
North Dakota	24,075	18,091	23,213	27,549	22,905	13,359
Ohio	359,056	257,446	315,606	388,389	302,830	220,248
Oklahoma	78,336	55,962	69,112	90,591	65,563	44,942
Oregon	60,858	51,215	58,446	72,261	55,212	39,655
Pennsylvania	413,057	302,867	367,310	435,035	336,446	257,764
Rhode Island	27,728	20,027	24,516	32,884	24,463	19,816
South Carolina	54,251	37,789	49,138	58,073	45,543	30,599
South Dakota	21,598	17,678	22,403	28,158	22,215	14,338
Tennessee	88,369	59,426	70,924	105,144	78,850	60,141
Texas	321,374	238,687	288,935	366,050	243,837	168,379
Utah	21,884	18,190	21,923	27,670	21,366	13,874
Vermont	12,672	8,818	11,457	13,554	13,355	8,991
Virginia	108,232	89,228	104,683	130,886	104,106	73,515
Washington	68,202	56,449	70,792	91,061	74,241	54,109
West Virginia	43,875	32,631	41,345	45,807	36,293	25,098
Wisconsin	132,309	97,225	121,821	151,161	120,845	84,224
Wyoming	13,317	11,104	12,837	17,804	12,023	8,766
Dist. of Col.	24,892	20,930	26,233	33,466	29,209	25,270
Total	5,738,989	4,158,394	5,060,903	6,326,438	4,838,342	3,490,952

Factory Commercial Car Sales by Body Types

1953	
Station Wagons*	318,178
Cab-Over-Engine	24,712
Multi-Stop Trucks	19,246
School-Bus Chassis	21,284
6-Wheel, 3-Axle Trucks	14,864
Diesel Engine Trucks	10,872
Motor Coaches	4,057
1952	
Station Wagons*	189,651
Cab-Over-Engine	19,289
Multi-Stop Trucks	18,493
School-Bus Chassis	19,452
6-Wheel, 3-Axle Trucks	15,585
Diesel Engine Trucks	13,165
Motor Coaches	5,375
1951	
Station Wagons*	194,589
Cab-Over-Engine	25,482
Multi-Stop Trucks	28,867
School-Bus Chassis	31,891
6-Wheel, 3-Axle Trucks	36,429
Diesel Engine Trucks	16,494
Motor Coaches	9,453
Ambulances and Funeral Cars	4,177
1950	
Station Wagons*	159,944
Cab-Over-Engine	22,370
Multi-Stop Trucks	21,681
School-Bus Chassis	19,953
6-Wheel, 3-Axle Trucks	15,719
Diesel Engine Trucks	13,903
Motor Coaches	4,908
Ambulances and Funeral Cars	2,971
1949	
Station Wagons*	104,613
Cab-Over-Engine	13,325
Multi-Stop Trucks	19,479
School-Bus Chassis	13,896
6-Wheel, 3-Axle Trucks	4,122
Diesel Engine Trucks	6,047
Motor Coaches	5,511
Ambulances and Funeral Cars	2,853
1948	
Station Wagons*	110,312
Cab-Over-Engine	31,047
Multi-Stop Trucks	21,380
School-Bus Chassis	23,755
6-Wheel, 3-Axle Trucks	5,764
Diesel Engine Trucks	5,698
Motor Coaches	12,299
Ambulances and Funeral Cars	4,727
1947	
Station Wagons*	81,973
Cab-Over-Engine	32,603
Multi-Stop Trucks	15,876
School-Bus Chassis	30,431
Diesel Engine Trucks	6,209
Motor Coaches	19,110
Ambulances and Funeral Cars	3,746

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

Each Maker's Percentage of Trucks on Road

(As of July 1, 1953-1952)

		Pct. 1953	1953 Pos.	Pct. 1952	1952 Pos.	Pct. Change
Chevrolet	2,793,091	32.13	1	31.71	1	+ .42
Ford	2,206,556	25.38	2	25.82	2	— .44
Dodge	991,370	11.40	3	11.43	3	— .03
International	951,578	10.95	4	10.93	4	+ .02
GMC	629,057	7.24	5	6.90	5	+ .34
Studebaker	284,352	3.27	6	3.21	6	+ .06
Willys	269,047	3.10	7	2.98	7	+ .12
White	96,980	1.12	8	1.11	8	+ .01
Mack	82,456	.95	9	.98	9	— .03
Diamond T	58,493	.67	10	.73	10	— .06
Reo	45,337	.52	11	.56	11	— .04
Divco	40,772	.47	12	.46	13	+ .01
Plymouth	36,224	.42	13	.50	12	— .08
Autocar	25,550	.29	14	.31	14	— .02
Brockway	23,291	.27	15	.28	15	— .01
Federal	18,261	.21	16	.24	16	— .03
Pontiac	6,850	.08	17	.07	18	+ .01
Kenworth	6,024	.07	18	.06	21	+ .01
Hudson	6,020	.07	19	.08	17	— .01
FWD	5,599	.06	20	.06	20	.....
Crosley	4,948	.06	21	.06	19	.....
Sterling	4,180	.05	22	.05	22	.....
Miscellaneous	106,538	1.22		1.47		— .04
Total	8,692,574					

Automotive News compilation from R. L. Polk & Co. data.

New Motor Vehicle Registrations, 1940-1953

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1940	1941	1946	1947	1948	1949	1950	1951	1952	1953
January	260,216	297,558	N.A.	209,063	274,978	273,161	381,562	472,766	301,379	386,221
February	224,625	299,701	N.A.	214,333	249,781	258,218	408,990	430,797	295,459	396,558
March	312,371	419,396	N.A.	264,714	311,650	360,584	495,885	512,599	322,857	486,368
April	353,239	488,460	N.A.	290,226	330,555	390,932	471,215	467,313	374,288	528,110
May	345,748	514,478	N.A.	286,719	255,638	446,251	488,363	470,446	422,217	540,575
June	318,615	443,470	N.A.	269,863	246,926	432,470	583,922	454,665	423,655	542,193
July	315,246	391,795	172,961	263,167	291,206	448,477	609,926	406,333	340,454	533,783
August	211,031	246,595	199,316	264,866	317,788	478,556	683,995	424,422	215,668	502,430
September	148,000	125,293	219,281	251,655	296,339	459,647	625,755	406,217	318,870	453,806
October	290,495	165,485	225,180	281,428	291,442	465,765	580,373	373,162	383,385	504,697
November	301,430	164,747	230,424	258,934	313,230	409,702	444,193	332,099	360,256	450,311
December	334,889	174,188	279,735	312,263	311,419	414,579	552,259	310,084	399,906	413,937
TOTAL	3,415,905	3,731,166	1,815,196*	3,167,231	3,490,952	4,838,342	6,326,438	5,060,903	4,158,394	5,738,989

NEW TRUCK REGISTRATIONS IN U. S.

	1940	1941	1946	1947	1948	1949	1950	1951	1952	1953
January	45,026	50,830	N.A.	62,477	69,486	66,423	67,925	88,058	59,661	72,514
February	40,729	50,124	N.A.	63,752	74,326	67,537	71,698	78,581	59,285	68,616
March	52,290	62,413	N.A.	79,344	94,806	87,165	96,266	86,287	63,364	79,637
April	54,846	64,236	40,920	85,148	108,168	78,857	92,241	84,961	73,461	91,127
May	50,543	64,177	56,285	76,901	100,614	86,375	90,786	90,627	71,690	86,346
June	42,533	62,265	46,488	65,458	87,117	79,069	91,512	87,461	71,471	77,199
July	49,053	67,412	53,657	71,647	94,036	76,866	117,040	84,021	72,134	76,161
August	47,472	56,191	62,820	75,912	91,923	85,539	126,533	87,646	57,786	76,642
September	37,143	43,892	69,564	69,899	85,108	89,251	113,784	84,814	65,381	78,319
October	47,909	41,352	74,708	87,167	84,284	86,375	101,169	92,281	77,486	82,625
November	44,444	36,799	63,978	73,737	75,024	79,699	84,167	76,517	70,431	72,467
December	47,162	41,006	69,453	67,690	70,282	78,805	89,186	62,596	69,949	68,659
TOTAL	559,150	640,697	625,249†	879,132	1,035,174	961,961	1,142,307	1,003,850	812,099	930,312

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1940	1941	1946	1947	1948	1949	1950	1951	1952	1953
January	305,242	348,388	N.A.	271,540	344,464	339,584	449,487	560,824	361,040	458,735
February	265,354	349,825	N.A.	278,085	324,107	325,755	480,688	509,378	354,744	465,174
March	364,661	481,809	N.A.	344,058	406,456	447,749	592,151	598,886	386,221	566,005
April	408,085	552,696	N.A.	375,374	438,723	469,789	563,456	552,274	447,749	619,237
May	396,291	578,655	N.A.	363,620	356,252	532,626	579,149	561,073	493,907	626,921
June	361,148	505,735	N.A.	335,321	334,043	511,539	675,449	542,126	495,126	619,392
July	364,299	459,207	226,618	334,814	385,242	525,343	726,966	490,354	412,588	609,944
August	258,503	302,786	262,136	340,778	409,711	564,095	810,528	512,068	273,454	579,072
September	185,143	169,185	288,845	321,554	381,447	548,898	739,539	491,031	384,251	532,125
October	338,404	206,837	299,888	368,545	375,726	552,140	681,542	465,443	460,871	587,322
November	345,874	201,546	294,402	332,071	388,254	489,401	528,360	408,616	430,687	522,778
December	382,051	215,194	344,188	379,953	381,701	493,384	641,445	372,680	469,855	482,596
TOTAL	3,975,055	4,371,863	2,440,445‡	4,046,363	4,526,126	5,800,303	7,468,745	6,064,753	4,970,493	6,669,301

*Includes 493,299 cars registered in first half.
†Includes 87,376 trucks registered in first quarter.
‡Includes 724,368 cars and trucks registered in first half.
N.A.—Not available.

New-Car Registrations by Maker Models 1952 - 1953

	1953 Dec.	1953 Yr.	1952 Dec.	1952 Yr.
CHRYSLER 6	4537	74526	4976	45578
CHRYSLER 8	7505	79230	6390	67814
TOTAL	12042	153756	11366	113392
DE SOTO 6	2724	41480	3093	45141
DE SOTO 8	6934	80862	7058	46536
TOTAL	9658	122342	10151	91677
DODGE 6	4897	123341	10614	224383
DODGE 8	13178	165471	12915	22081
TOTAL	18075	288812	23529	246464
PLYMOUTH 6	47221	600447	52064	433134
TOTAL CHRYSLER CORP.	86996	1165357	97110	884667
FORD 6	31306	274045	15426	137196
FORD 8	69307	842222	64746	595285
TOTAL	100613	1116267	80172	732481
LINCOLN 8	2513	39169	2890	29110
MERCURY 8	27932	287717	22573	185883
TOTAL FORD MOTOR CO.	131058	1443153	105635	947474
BUICK Special 8	14025	203910	11191	127438
BUICK Super 8	9746	177668	11311	135827
BUICK Roadmaster 8	2968	72742	1489	47541
TOTAL	26739	454320	23991	310806
CADILLAC 8-61	.....	.....	.....	124
CADILLAC 8-62	8174	77016	3913	68828
CADILLAC 8-60S	1066	17990	619	15498
CADILLAC 875	70	1961	112	1913
CADILLAC 8-86	123	1645	133	1443
TOTAL	9433	98612	4777	87806
CHEVROLET 6	83020	1342480	76084	852542
OLDSMOBILE 8-88	17119	214233	13140	143315
OLDSMOBILE 8-98	4104	91360	4115	74874
TOTAL	21223	305593	17255	218189
PONTIAC 6	2515	30996	1152	16170
PONTIAC 8	22546	354696	21617	250181
TOTAL	25061	385692	22769	266351
TOTAL GM CORP.	165476	2586697	144876	1735694
HENRY J 4	112	5421	924	14555
HENRY J 6	134	5289	868	14163
TOTAL	246	10710	1792	28718
KAISER 6	730	22825	3506	41022
ALLSTATE 4	1	360	56	968
ALLSTATE 6	1	315	34	598
TOTAL	2	675	90	1566
HUDSON 6-Jet	1054	17331	....	.....
HUDSON 6-Hornet & Wasp	3123	49466	5565	73711
HUDSON 8	....	.....	118	4798
TOTAL	4177	66797	5683	78509
NASH Rambler 6	2283	39823	3312	51216
NASH Statesman 6	3005	59729	5620	53251
NASH Ambassador 6	2455	37798	3864	37975
NASH Healey 6	13	157	5	78
TOTAL	7756	137507	12801	142520
PACKARD Clipper 8	1132	28019	4098	41430
PACKARD Clipper Deluxe 8	1096	23150	....	.....
PACKARD Cavalier 8	646	14345	1583	20198
PACKARD Patrician 8	300	5565	468	4718
TOTAL	3174	41079	6149	66346
STUDEBAKER Champion 6	5398	86793	9486	78645
STUDEBAKER Commander 8	5111	74464	6317	79257
TOTAL	10509	161257	15803	157902
WILLYS SW 4	434	7614	934	12053
WILLYS SW 6	231	4721	535	6159
WILLYS Aero 6	1292	30098	2389	22804
TOTAL	1957	42433	3858	41016
MISCELLANEOUS (Domestic)	112	1538	74	3661
TOTAL INDEPENDENT	28663	514821	49756	561260
TOTAL DOMESTIC	412193	5710028	397377	4129095
AUSTIN	161	3087	322	4804
FORD (British)	188	3644	352	3854
HILLMAN	303	4506	377	4782
JAGUAR	220	3914	386	3349
MG	312	6606	573	7449
MISCELLANEOUS Foreign	560	7204	519	5061
TOTAL FOREIGN	1744	28961	2529	29299
GRAND TOTAL ALL REGISTRATIONS	413937	5738989	399906	4158394

Cylinder Group Summary

4 Cylinder	2403	43894	4517	60536
6 Cylinder	195939	2841660	198593	2133764
8 Cylinder	215595	2853435	196796	1964094
TOTAL	413937	5738989	399906	4158394

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New Car and Truck Registrations . . .

Percentage of Year's Total Sales for Each Month, 1941-1953

New Passenger Car Registrations in U. S.

	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	386,221	6.73	301,379	7.25	472,766	9.34	381,562	6.03	273,161	5.65	274,978	7.88	209,063	6.60	N.A.	....	297,558	7.97	324,586	7.18
February	396,558	6.91	295,459	7.10	430,797	8.51	408,990	6.46	258,218	5.34	249,781	7.16	214,333	6.77	N.A.	....	299,701	8.03	319,230	7.03
March	486,368	8.47	322,857	7.76	512,599	10.13	495,885	7.84	360,584	7.45	311,650	8.93	264,714	8.36	N.A.	....	419,396	11.24	396,757	8.77
April	528,110	9.20	374,288	9.00	467,313	9.23	471,215	7.45	390,932	8.08	330,555	9.45	290,226	9.16	N.A.	...	488,460	13.09	417,637	9.33
May	540,575	9.42	422,217	10.15	470,446	9.30	488,363	7.72	446,251	9.22	255,638	7.32	286,719	9.06	N.A.	....	514,478	13.79	428,086	9.50
June	542,193	9.45	423,655	10.19	454,665	8.98	583,937	9.23	432,470	8.94	246,926	7.08	269,863	8.52	N.A.	....	443,470	11.89	424,647	9.28
July	533,783	9.30	340,454	8.19	406,333	8.03	609,926	9.64	448,477	9.27	291,206	8.34	263,167	8.30	172,961	9.51	391,795	10.50	384,234	9.01
August	502,430	8.75	215,668	5.19	424,422	8.39	683,995	10.81	478,556	9.89	317,788	9.10	264,866	8.36	199,316	10.98	246,595	6.61	370,404	8.68
September	453,806	7.91	318,870	7.67	406,217	8.03	625,755	9.89	459,647	9.50	296,339	8.49	251,655	7.94	219,281	12.08	125,293	3.36	350,763	8.32
October	504,697	8.80	383,385	9.22	373,162	7.37	580,373	9.17	465,765	9.63	291,442	8.35	281,428	8.89	225,180	12.40	165,485	4.43	363,435	8.69
November	450,311	7.85	360,256	8.66	332,099	6.56	444,193	7.02	409,702	8.47	313,230	8.97	258,934	8.18	230,424	12.70	164,747	4.42	355,527	8.09
December	413,937	7.21	399,906	9.62	310,084	6.13	552,259	8.74	414,579	8.56	311,419	8.92	312,263	9.86	274,735	15.14	174,188	4.67	351,486	8.76
Total	5,738,989	100%	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,815,196¶	....	3,731,166	100%		

New Truck Registrations in U. S.

	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	72,514	7.79	59,661	7.35	88,058	8.77	67,925	5.95	66,423	6.90	69,486	6.72	62,477	7.10	N.A.	....	50,830	7.93	*67,172	7.31
February	68,616	7.37	59,285	7.30	78,581	7.83	71,698	6.28	67,537	7.02	74,326	7.18	63,752	7.25	N.A.	....	50,124	7.82	*66,740	7.26
March	79,637	8.56	63,364	7.80	86,287	8.60	96,266	8.43	87,165	9.06	94,806	9.16	79,344	9.03	N.A.	....	62,413	9.74	*81,160	8.80
April	91,127	9.80	73,461	9.05	84,961	8.46	92,241	8.06	78,857	8.20	108,168	10.44	85,148	9.69	40,920	6.55	64,236	10.03	79,902	8.92
May	86,346	9.28	71,690	8.83	90,627	9.03	90,786	7.95	86,375	8.98	100,614	9.72	76,901	8.75	56,285	9.00	64,177	10.02	80,422	9.06
June	77,199	8.30	71,471	8.80	87,461	8.71	91,512	8.01	79,069	8.22	87,117	8.42	65,458	7.45	46,488	7.44	62,265	9.72	74,227	8.34
July	76,161	8.19	72,134	8.88	84,021	8.37	117,040	10.25	76,866	7.99	94,036	9.08	71,647	8.15	53,657	8.58	67,412	10.52	79,219	8.89
August	76,642	8.24	57,786	7.12	87,646	8.73	126,533	11.08	85,539	8.89	91,923	8.88	75,912	8.63	62,820	10.05	56,191	8.77	80,110	8.93
September	78,319	8.42	65,381	8.05	84,814	8.45	113,784	9.97	89,251	9.28	85,108	8.22	69,899	7.95	69,514	11.13	43,892	6.85	77,774	8.70
October	82,625	8.88	77,486	9.54	92,281	9.19	101,169	8.84	86,375	8.98	84,284	8.14	87,167	9.92	74,708	11.95	41,352	6.46	80,827	9.10
November	72,467	7.79	70,431	8.67	76,517	7.62	84,167	7.37	79,699	8.29	75,024	7.25	73,737	8.38	63,978	10.23	36,799	5.74	70,313	7.93
December	68,659	7.38	69,949	8.61	62,596	6.24	89,186	7.81	78,805	8.19	70,282	6.79	67,690	7.70	69,453	11.11	41,006	6.40	68,625	7.80
Total	930,312	100%	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249†	....	640,697	100%		

Combined Car and Truck Registrations in U. S.

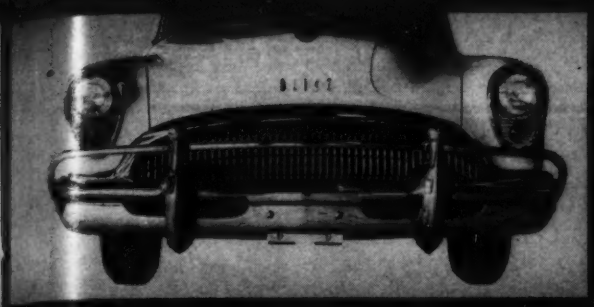
	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	458,735	6.88	361,040	7.26	560,824	9.25	449,487	6.02	339,584	5.85	344,464	7.62	271,540	6.71	N.A.	....	348,388	7.97	391,758	7.19
February	465,174	6.97	354,744	7.14	509,378	8.40	480,688	6.44	325,755	5.62	324,107	7.16	278,085	6.87	N.A.	....	349,825	8.00	385,969	7.07
March	566,005	8.49	386,221	7.77	598,886	9.87	592,151	7.93	447,749	7.72	406,456	8.98	344,058	8.50	N.A.	....	481,809	11.02	477,917	8.78
April	619,237	9.28	447,749	9.01	552,274	9.11	563,456	7.54	469,789	8.10	438,723	9.69	375,374	9.28	N.A.	....	552,696	12.64	502,412	9.33
May	626,921	9.40	493,907	9.94	561,073	9.25	579,149	7.75	532,626	9.18	356,252	7.87	363,620	8.99	N.A.	....	578,655	13.24	511,525	9.45
June	619,392	9.29	495,126	9.96	542,126	8.94	675,449	9.04	511,539	8.82	334,043	7.38	335,321	8.29	N.A.	....	505,735	11.57	502,341	9.16
July	609,944	9.14	412,588	8.30	490,354	8.09	726,966	9.73	525,343	9.06	385,242	8.51	334,814	8.27	226,618	9.29	459,207	10.50	463,453	8.99
August	579,072	8.68	273,454	5.50	512,068	8.44	810,528	10.85	564,095	9.73	409,711	9.05	340,778	8.42	262,136	10.74	302,786	6.93	450,514	8.70
September	532,125	7.98	384,251	7.73	491,031	8.10	739,539	9.90	548,898	9.46	381,447	8.43	321,554	7.95	288,845	11.84	169,185	3.87	428,542	8.36
October	587,322	8.81	460,871	9.27	465,443	7.67	681,542	9.12	552,140	9.52	375,726	8.30	368,595	9.11	299,888	12.29	206,837	4.73	444,263	8.76
November	522,778	7.84	430,687	8.66	408,616	6.74	528,360	7.09	489,401	8.44	388,254	8.58	332,671	8.22	294,402	12.06	201,546	4.61	399,635	8.03
December	482,596	7.24	469,855	9.46	372,680	6.14	641,445	8.59	493,384	8.50	381,701	8.43	379,953	9.39	344,188	14.10	215,194	4.92	420,111	8.53
TOTAL	6,669,301	100%	4,970,493	100%	6,064,753	100%	7,468,745	100%	5,800,303	100%	4,526,126	100%	4,046,363	100%	2,440,445‡	....	4,371,863	100%		

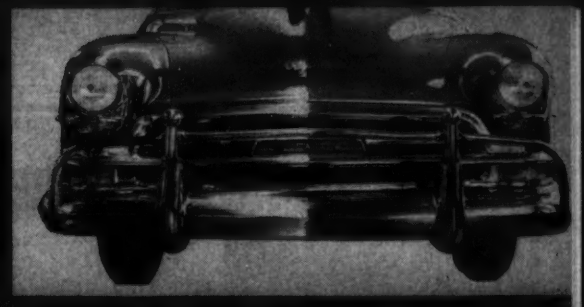
¶ Includes 493,299 cars registered in first half.
† Includes 87,376 trucks registered in first quarter.
‡ Includes 724,368 cars and trucks registered in first half.

N.A.: Not available.
* Average for 8 years.

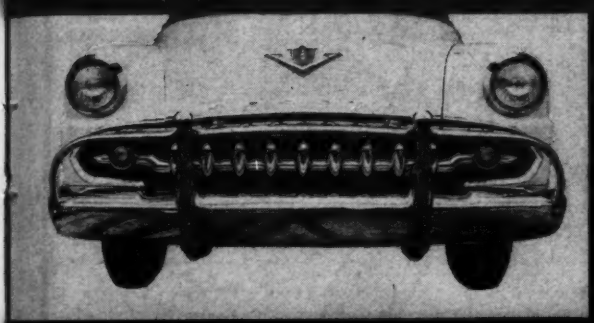
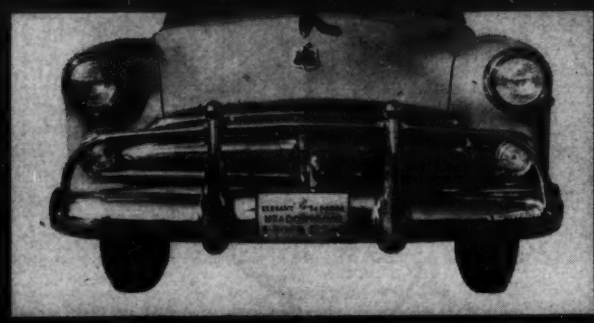
New Commercial Car Registrations, 1940-1953, Showing Percentage Of Each State to Total Registration

	1953 Registrations	% of Total	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	19,653	2.11	17,721	2.18	23,294	2.32	25,187	2.20	21,674	2.25	22,309	2.16	17,615	2.00	15,705	2.52	15,260	2.382	12,572	2.25	19,099	2.24
Arizona	7,160	.77	6,611	0.81	7,079	.71	6,980	.61	5,744	.60	6,042	.58	4,811	.55	3,424	.55	3,468	.541	2,600	.46	5,392	.62
Arkansas	18,357	1.97	16,890	2.08	20,617	2.05	24,086	2.11	21,969	2.28	18,289	1.86	14,563	1.66	10,598	1.70	13,636	2.128	10,531	1.88	16,954	1.97
California	69,345	7.45	58,661	7.22	63,284	6.30	66,685	5.84	55,036	5.72	64,009	6.18	58,653	6.67	41,437	6.63	39,453	6.158	30,945	5.53	54,751	6.37
Colorado	11,180	1.20	10,892	1.34	12,669	1.26	15,101	1.32	12,569	1.30	12,285	1.19	9,490	1.08	5,412	.87	6,502	1.015	6,069	1.09	10,217	1.17
Connecticut	8,214	.88	7,324	0.90	8,229	.82	9,199	.81	7,212	.75	9,903	.96	8,665	.99	6,089	.97	7,735	1.207	6,811	1.22	7,938	.95
Delaware	2,734	.29	2,383	0.29	2,748	.27	3,076	.27	2,867	.30	3,238	.31	2,733	.31	1,746	.28	1,983	.310	1,603	.29	2,511	.29
Florida	23,340	2.51	19,980	2.46	22,499	2.24	24,686	2.16	19,769	2.06	19,557	1.88	18,383	2.09	13,412	2.15	12,197	1.904	12,149	2.17	18,597	2.16
Georgia	23,441	2.52	21,464	2.64	29,549	2.94	33,464	2.93	27,354	2.84	28,207	2.73	20,499	2.33	13,446	2.15	15,742	2.457	13,879	2.48	22,704	2.60
Idaho	7,607	.82	6,612	0.81	8,036	.80	8,387	.73	8,091	.84	8,258	.80	6,110	.70	3,643	.58	4,359	.680	3,811	.68	6,491	.74
Illinois	43,436	4.67	34,479	4.25	45,205	4.50	50,681	4.44	51,130	5.32	52,646	5.09	45,457	5.17	31,393	5.02	31,692	4.947	29,234	5.23	41,535	4.86
Indiana	29,108	3.13	21,374	2.63	29,736	2.96	32,453	2.84	26,062	2.71	27,196	2.63	25,755	2.93	16,534	2.64	19,347	3.020	16,465	2.94	24,403	2.84
Iowa	20,190	2.17	15,914	1.96	22,231	2.21	27,722	2.43	25,823	2.68	26,358	2.54	20,835	2.37	14,058	2.25	14,585	2.276	13,709	2.45	20,142	2.33
Kansas	18,277	1.96	18,108	2.23	19,522	1.94	21,599	1.89	22,234	2.31	22,246	2.15	16,957	1.93	12,154	1.94	12,508	1.952	9,617	1.72	17,322	2.00
Kentucky	18,525	1.99	15,634	1.93	18,897	1.88	24,307	2.13	21,116	2.20	22,170	2.14	17,193	1.96	11,729	1.88	11,395	1.779	9,943	1.78	17,091	1.97
Louisiana	19,795	2.13	15,714	1.93	19,467	1.94	20,573	1.80	18,684	1.94	16,061	1.54	12,653	1.44	9,143	1.45	9,907	1.546	9,313	1.67	15,131	1.74
Maine	5,559	.60	5,216	0.64	5,624	.56	7,030	.62	6,032	.63	7,497	.72	7,683	.87	4,773	.76	5,646	.881	5,171	.92	6,023	.72
Maryland	11,199	1.20	9,586	1.18	11,187	1.11	12,547	1.10	9,954	1.03	13,267	1.28	12,412	1.40	8,554	1.37	9,138	1.426	7,386	1.32	10,523	1.24
Massachusetts	12,291	1.32	12,974	1.60	14,697	1.46	18,279	1.60	12,698	1.32	17,878	1.73	17,695	2.01	14,915	2.39	15,211	2.374	14,017	2.51	15,065	1.83
Michigan	40,795	4.39	33,711	4.15	40,938	4.08	47,241	4.14	35,257	3.67	39,568	3.81	33,553	3.82	24,203	3.87	22,186	3.463	21,417	3.83	33,887	3.92
Minnesota	19,054	2.05	16,404	2.02	20,044	2.00	26,554	2.32	22,555	2.34	23,996	2.31	17,108	1.95	13,453	2.15	13,103	2.045	12,383	2.21	18,465	2.14
Mississippi	18,374	1.98	16,054	1.98	20,524	2.04	21,424	1.88	18,663	1.94	18,093	1.75	15,264	1.74	12,297	1.97	10,408	1.624	10,374	1.86	16,148	1.88
Missouri	29,067	3.13	22,582	2.78	33,461	3.33	38,586	3.37	31,915	3.32	31,611	3.04	27,631	3.14	21,826	3.49	22,135	3.455	19,510	3.49	27,832	3.26
Montana	8,001	.86	7,664	0.94	8,866	.88	10,102	.88	9,714	1.01	10,453	1.01	8,243	.94	4,414	.71	5,544	.865	5,156	.92	7,816	.90
Nebraska	13,123	1.41	13,115	1.62	16,922	1.69	18,130	1.59	17,030	1.77	16,664	1.61	12,082	1.37	8,283	1.32	7,754	1.210	6,018	1.08	12,912	1.47
Nevada	2,130	.23	1,841	0.23	1,874	.19	1,781	.16	1,788	.19	1,654	.16	1,373	.16	1,136	.18	1,130	.176	1,056	.19	1,576	.19
New Hampshire	2,924	.31	2,711	0.33	3,249	.32	3,714	.33	3,147	.33	3,838	.37	3,749	.43	1,838	.29	2,879	.449	2,975	.53	3,102	.37
New Jersey	23,500	2.53	18,783	2.31	24,870	2.48	27,549	2.42	23,158	2.41	25,219	2.44	22,604	2.57	17,666	2.83	16,909	2.639	14,379	2.51	21,464	2.51
New Mexico	6,428	.69	5,885	0.72	6,501	.65	8,797	.77	7,446	.77	6,082	.58	4,952	.56	3,113	.50	4,093	.639	3,684	.66	5,698	.65
New York	47,704	5.13	41,788	5.15	49,840	4.96	57,800	5.06	47,784	4.97	62,446	6.03	56,259	6.40	43,836	7.01	36,203	5.651	34,731	6.21	47,839	5.66
North Carolina	26,685	2.87	23,696	2.92	29,093	2.90	31,904	2.79	27,551	2.86	28,054	2.70	24,445	2.78	15,196	2.43	18,078	2.822	14,409	2.58	23,911	2.77
North Dakota	6,128	.66	5,932	0.73	7,252	.72	7,632	.67	9,690	1.01	8,283	.80	6,151	.70	3,823	.61	4,671	.729	3,727	.67	6,330	.73
Ohio	42,510	4.57	36,090	4.44	45,467	4.53	52,741	4.62	39,886	4.15	47,755	4.61	45,336	5.16	32,581	5.21	30,389	4.743	26,241	4.69	39,900	4.67
Oklahoma	22,257	2.39	18,750	2.31	22,270	2.22	27,332	2.39	23,677	2.46	22,544	2.18	18,392	2.18	13,344	2.13	13,844	2.160	11,034	1.97	19,345	2.24
Oregon	13,415	1.44	12,712	1.57	14,636	1.46	15,223	1.33	12,865	1.34	15,560	1.50	12,184	1.39	7,465	1.19	8,973	1.401	6,887	1.23	11,992	1.39
Pennsylvania	47,965	5.16	40,949	5.04	53,383	5.33	61,473	5.38	46,306	4.81	60,271	5.82	52,586	5.98	38,014	6.08	38,426	5.998	35,671	6.38	47,504	5.60
Rhode Island	2,662	.29	2,384	0.29	2,926	.29	3,825	.33	3,479	.36	4,600	.44	3,495	.40	2,606	.42	3,039	.474	2,619	.47	3,163	.38
South Carolina	12,397	1.33	12,151	1.50	14,794	1.47	13,922	1.22	12,148	1.26	12,536	1.21	11,194	1.27	8,405	1.34	7,978	1.245	7,167	1.28	11,269	1.31
South Dakota	5,465	.59	5,485	0.68	6,980	.70	7,522	.66	8,074	.84	7,872	.76	5,549	.63	3,466	.55	3,538	.552	3,217	.58	5,716	.65
Tennessee	20,881	2.24	18,117	2.23	21,854	2.18	33,279	2.91	26,682	2.77	26,756	2.58	23,206	2.64	15,603	2.50	13,901	2.170	12,367	2.21	21,265	2.44
Texas	74,857	8.05	68,793	8.48	88,701	8.84	99,053	8.67	71,450	7.45	67,737	6.54	55,182	6.28	41,275	6.60	44,296	6.914	37,317	6.67	64,886	7.45
Utah	4,748	.51	4,944	0.61	5,743	.58	6,263	.55	5,756	.60	5,968	.58	4,612	.52	2,680	.43	3,256	.508	2,830	.51	4,680	.54
Vermont	2,705	.29	2,527	0.31	2,693	.27	3,001	.26	3,458	.36	4,294	.41	3,946	.45	2,482	.40	2,867	.447	2,313	.41	3,029	.36
Virginia	17,685	1.90	18,315	2.26	22,082	2.20	24,541	2.15	21,648	2.25	23,530	2.27	22,555	2.57	14,224	2.27	15,938	2.488	12,230	2.19	19,275	2.25
Washington	13,718	1.47	11,632	1.43	14,141	1.41	15,201	1.33	14,048	1.46	18,054	1.74	13,780	1.57	9,148	1.46	10,672	1.666	8,416	1.51	12,881	1.51
West Virginia	9,724	1.05	7,929	0.98	11,052	1.10	11,558	1.01	10,451	1.09	12,082	1.17	9,019	1.03	6,639	1.06	8,570	1.338	7,713	1.38	9,474	1.12
Wisconsin	18,794	2.02	16,745	2.06	21,186	2.12	25,076	2.19	22,596	2.35	23,398	2.25	19,729	2.23	13,610	2.18	14,744	2.301	12,850	2.30	18,873	2.20
Wyoming	4,477	.48	4,440	0.55	5,069	.50	5,932	.52	4,567	.47	4,853	.47	3,492	.40	2,286	.37	2,503	.391	2,348	.42	3,997	.46
Dist. of Col.	2,728	.29	2,433	0.30	2,870	.29	3,109	.27	2,954	.31	3,987	.39	3,299	.38	2,180	.35	2,906	.464	2,286	.41	2,875	.34
TOTAL	930,312	100%	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249	100%	640,697	100%	859,150	100%	858,993	100%





FAR OUTSELLING ALL OTHERS

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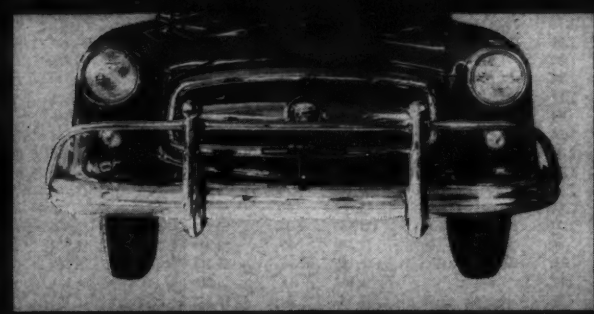
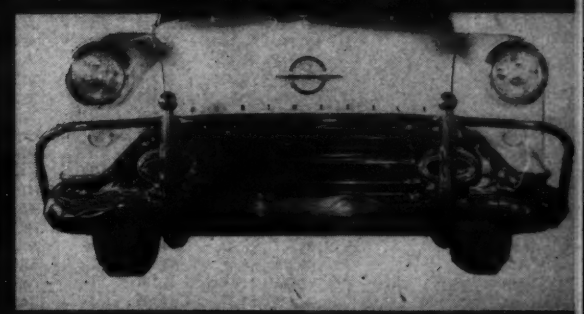

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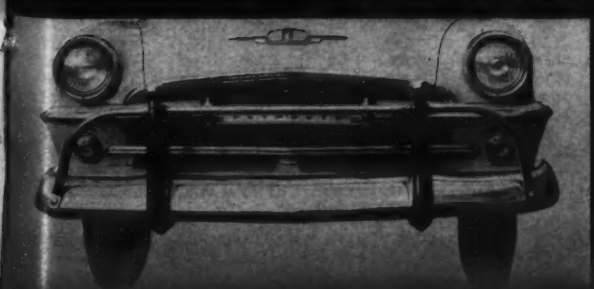
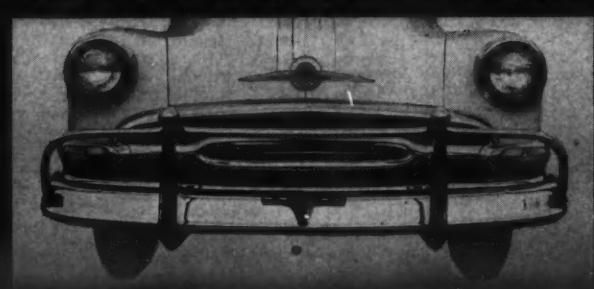
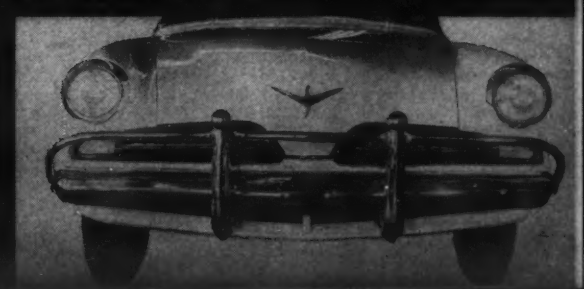
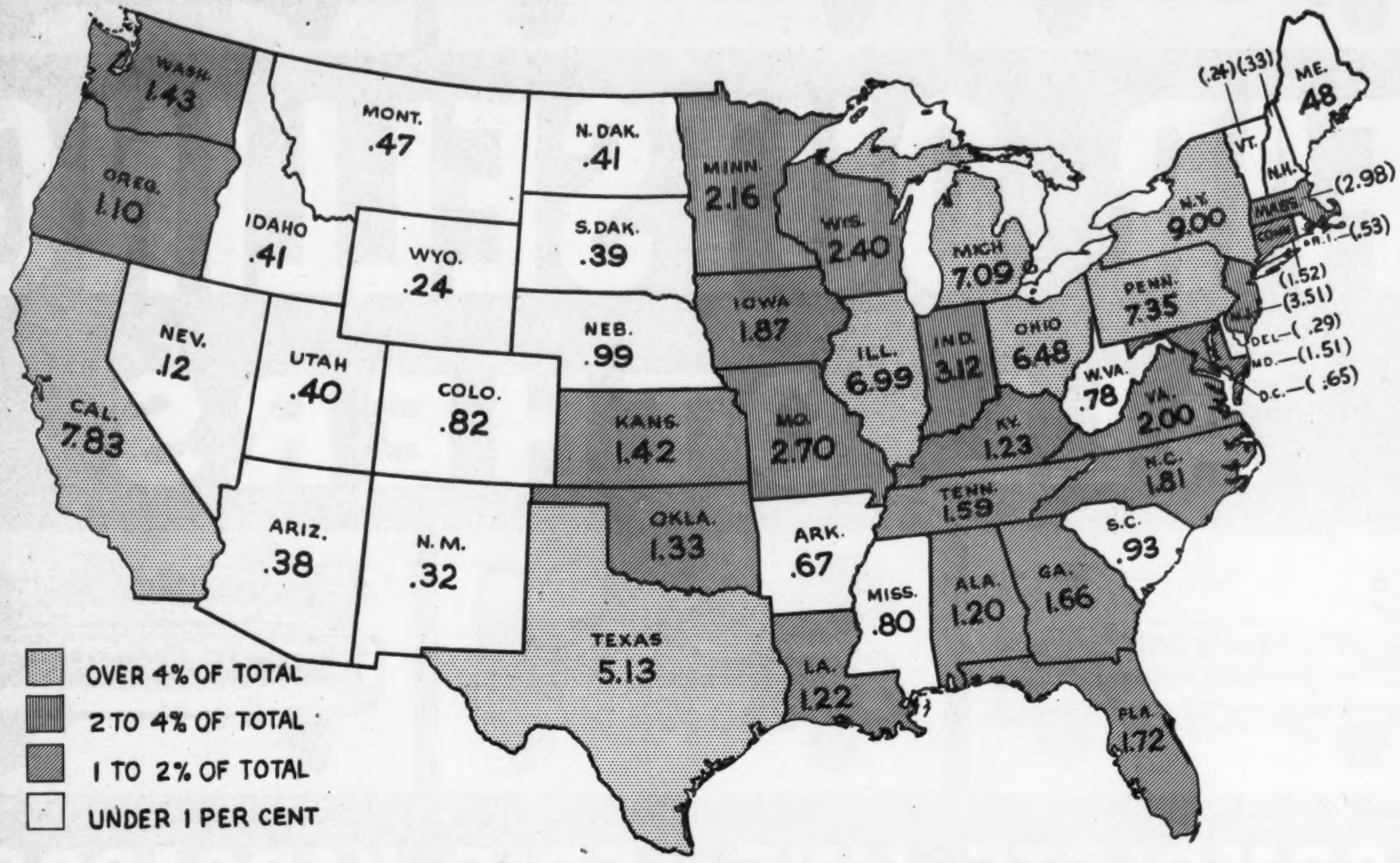




EACH STATE'S SHARE OF TOTAL CAR REGISTRATIONS, 10 YEAR AVERAGE



New Passenger Car Registrations, 1940-1953, Showing Percentage Of Each State to Total Registration

STATES	1953 Regis-trations	% of Total	1952 Regis-trations	% of Total	1951 Regis-trations	% of Total	1950 Regis-trations	% of Total	1949 Regis-trations	% of Total	1948 Regis-trations	% of Total	1947 Regis-trations	% of Total	1946 Regis-trations	% of Total	1941 Regis-trations	% of Total	1940 Regis-trations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	71,078	1.24	51,074	1.23	64,420	1.27	79,156	1.25	58,273	1.20	40,432	1.16	35,508	1.21	21,850	1.21	42,453	1.138	36,326	1.060	50,057	1.20
Arizona	24,926	.43	18,791	.45	22,040	.44	26,570	.42	20,995	.43	12,994	.37	10,665	.34	5,711	.32	11,603	.311	10,943	.322	16,524	.38
Arkansas	41,599	.72	28,709	.69	37,534	.74	47,003	.74	34,030	.70	21,319	.61	19,786	.63	10,817	.60	23,873	.640	21,916	.642	28,659	.67
California	452,769	7.89	346,929	8.34	392,682	7.76	519,999	8.22	389,544	8.05	272,209	7.80	253,341	8.00	136,419	7.52	276,649	7.414	250,894	7.344	329,144	7.83
Colorado	44,558	.78	34,946	.84	43,172	.85	58,953	.93	42,770	.88	27,942	.80	25,958	.82	13,346	.74	28,054	.752	27,668	.812	34,737	.82
Connecticut	87,629	1.53	63,768	1.53	73,246	1.45	86,097	1.36	66,278	1.37	50,745	1.45	48,782	1.54	27,797	1.53	64,606	1.732	56,821	1.663	62,577	1.52
Delaware	18,498	.32	12,329	.30	15,277	.30	17,421	.28	14,655	.30	9,996	.29	8,846	.28	5,243	.28	11,371	.305	9,962	.293	12,360	.29
Florida	120,439	2.10	80,905	1.95	94,103	1.85	116,904	1.85	84,238	1.74	53,746	1.54	49,009	1.55	26,688	1.47	57,598	1.544	55,146	1.614	73,878	1.72
Georgia	94,643	1.65	72,240	1.74	93,854	1.85	113,923	1.80	80,886	1.67	59,703	1.65	53,432	1.68	25,102	1.39	59,300	1.589	52,400	1.534	70,548	1.66
Idaho	23,776	.41	18,735	.45	23,151	.46	27,355	.43	23,211	.48	14,554	.42	12,093	.38	6,106	.37	13,842	.371	13,120	.384	17,594	.41
Illinois	406,069	7.08	295,729	7.11	350,846	6.93	417,871	6.61	345,156	7.13	241,231	6.91	218,536	6.90	122,081	6.72	274,142	7.347	245,552	7.189	291,721	6.99
Indiana	182,962	3.19	122,339	2.94	159,446	3.15	200,112	3.16	148,827	3.08	101,128	2.90	97,223	3.10	55,679	3.07	122,224	3.276	113,479	3.322	130,342	3.12
Iowa	100,797	1.76	71,700	1.72	95,638	1.89	128,114	2.02	102,183	2.11	68,947	1.98	54,837	1.73	33,008	1.82	66,508	1.782	65,617	1.922	78,735	1.87
Kansas	83,127	1.45	63,172	1.52	76,047	1.50	91,572	1.45	74,760	1.55	48,970	1.40	40,864	1.29	23,635	1.30	49,776	1.334	46,598	1.364	59,852	1.42
Kentucky	72,423	1.26	51,716	1.24	62,832	1.24	78,897	1.25	61,597	1.27	43,082	1.23	38,144	1.22	23,291	1.28	42,011	1.126	38,956	1.142	51,295	1.23
Louisiana	77,655	1.35	53,850	1.29	59,212	1.17	81,231	1.28	65,820	1.36	44,925	1.29	35,525	1.12	19,747	1.08	43,504	1.166	37,673	1.105	51,914	1.22
Maine	24,283	.42	16,967	.41	22,467	.44	29,175	.46	23,140	.48	17,298	.51	15,690	.50	8,473	.47	20,043	.537	19,316	.566	19,685	.48
Maryland	89,494	1.56	66,831	1.61	78,073	1.54	93,227	1.47	69,985	1.45	52,762	1.52	48,034	1.52	26,309	1.45	56,579	1.516	51,319	1.502	63,261	1.51
Massachusetts	159,527	2.78	115,195	2.77	137,643	2.72	166,815	2.64	133,288	2.75	102,244	2.93	97,447	3.08	63,188	3.48	125,603	3.366	110,599	3.238	121,155	2.98
Michigan	423,454	7.38	287,842	6.92	343,779	6.79	430,321	6.80	321,421	6.64	250,853	7.19	246,973	7.80	141,115	7.77	258,733	6.934	226,696	6.638	293,119	7.09
Minnesota	123,661	2.15	91,598	2.20	112,416	2.22	153,203	2.42	107,435	2.22	76,781	2.20	60,567	1.91	37,325	2.05	77,038	2.065	73,653	2.158	91,368	2.16
Mississippi	45,176	.79	33,681	.81	42,386	.84	50,797	.80	40,163	.83	28,242	.81	26,382	.83	13,783	.76	26,931	.722	26,747	.783	33,429	.80
Missouri	159,971	2.79	96,788	2.33	140,397	2.77	174,394	2.76	131,269	2.71	93,266	2.68	84,905	2.68	49,606	2.74	102,684	2.752	96,901	2.839	113,018	2.70
Montana	24,869	.43	20,160	.48	24,735	.49	31,249	.50	23,681	.49	18,014	.52	15,300	.48	7,015	.39	17,142	.459	16,697	.489	19,886	.47
Nebraska	58,278	1.01	43,907	1.06	55,510	1.10	67,964	1.07	51,105	1.06	35,234	1.02	28,654	.92	16,786	.93	32,452	.870	28,935	.849	41,883	.99
Nevada	7,846	.14	5,794	.14	6,173	.12	7,672	.12	6,607	.14	5,028	.14	4,597	.02	2,105	.12	4,398	.118	4,075	.119	5,430	.12
New Hampshire	17,680	.31	14,095	.34	16,226	.32	19,154	.30	15,162	.31	10,539	.30	10,790	.34	5,099	.28	13,270	.356	13,377	.393	13,539	.33
New Jersey	211,073	3.68	148,936	3.58	179,333	3.54	210,785	3.33	165,842	3.43	116,945	3.35	106,585	3.38	63,784	3.51	134,584	3.607	127,338	3.728	146,521	3.51
New Mexico	21,248	.37	15,462	.37	18,512	.37	23,289	.36	17,571	.36	10,897	.31	8,969	.28	4,685	.26	10,244	.275	10,039	.294	14,091	.32
New York	485,032	8.45	342,044	8.23	420,720	8.31	542,195	8.57	415,634	8.59	338,254	9.69	308,710	9.75	183,070	10.08	331,730	8.891	320,806	9.392	368,820	9.00
North Carolina	110,364	1.92	78,399	1.89	98,339	1.94	119,477	1.89	93,514	1.93	59,584	1.71	54,756	1.73	30,648	1.68	65,727	1.761	56,760	1.663	76,757	1.81
North Dakota	24,075	.42	18,091	.44	23,213	.46	27,549	.44	22,905	.47	13,359	.38	11,894	.38	6,046	.34	13,621	.365	12,358	.363	17,311	.41
Ohio	359,056	6.26	257,446	6.19	315,606	6.24	388,389	6.14	302,830	6.26	220,248	6.31	215,359	6.80	124,689	6.86	256,034	6.862	233,439	6.834	267,310	6.48
Oklahoma	78,336	1.36	55,962	1.35	69,112	1.37	90,591	1.43	65,563	1.36	44,942	1.29	39,119	1.24	24,510	1.35	46,226	1.239	45,966	1.346	56,032	1.33
Oregon	60,858	1.06	51,215	1.23	58,446	1.15	72,261	1.14	55,212	1.14	39,655	1.14	34,121	1.08	17,520	.97	41,558	1.114	34,358	1.006	46,520	1.10
Pennsylvania	413,057	7.20	302,867	7.28	367,310	7.28	435,035	6.88	336,446	6.95	257,764	7.38	228,733	7.22	137,695	7.58	289,285	7.753	274,035	8.023	304,223	7.35
Rhode Island	27,728	.48	20,027	.48	24,516	.48	32,884	.52	24,463	.51	19,816	.57	18,261	.58	10,052	.53	22,337	.599	19,509	.572	21,958	.53
South Carolina	54,251	.95	37,789	.91	49,138	.97	58,073	.92	45,543	.95	30,599	.88	28,705	.92	16,635	.92	35,611	.954	30,432	.892	38,678	.93
South Dakota	21,598	.38	17,678	.43	22,403	.44	28,158	.45	22,215	.46	14,330	.41	10,808	.34	6,281	.34	12,451	.334	12,296	.360	16,823	.39
Tennessee	88,369	1.54	59,426	1.43	70,924	1.40	105,144	1.66	78,850	1.64	60,141	1.72	59,732	1.89	30,689	1.69	56,115	1.504	49,922	1.462	65,931	1.59
Texas	321,374	5.60	238,687	5.74	288,935	5.71	366,050	5.79	243,837	5.04	168,379	4.82	139,780	4.42	88,069	4.85	174,314	4.672	160,056	4.686	218,948	5.13
Utah	21,884	.38	18,190	.44	21,923	.43	27,670	.44	21,366	.44	13,874	.40	12,278	.39	6,280	.35	13,156	.353	12,689	.372	16,931	.40
Vermont	12,672	.22	8,818	.21	11,457	.23	13,554	.22	13,355	.28	8,991	.26	8,164	.26	4,167	.23	10,204	.273	8,792	.259	10,017	.24
Virginia	108,232	1.89	89,228	2.15	104,683	2.07	130,886	2.07	104,106	2.15	73,515	2.11	67,435	2.13	31,573	1.74	73,808	1.978	57,840	1.693	84,131	2.00
Washington	68,202	1.19	56,449	1.36	70,792	1.40	91,061	1.44	74,241	1.54	54,109	1.55	47,711	1.51	25,565	1.40	58,613	1.571	46,497	1.362	59,324	1.43
West Virginia	43,875	.76	32,631	.78	41,345	.82	45,807	.72	36,293	.75	25,098	.72	22,882	.72	13,432	.74	33,166	.889	31,102	.912	32,563	.78
Wisconsin	132,309	2.31	97,225	2.34	121,821	2.41	151,161	2.39	120,845	2.50	84,224	2.41	71,116	2.25	44,608	2.46	91,109	2.442	83,340	2.442	99,774	2.40
Wyoming	13,317	.23	11,104	.26	12,837	.25	17,804	.28	12,023	.25	8,766	.25	7,049	.22	3,834	.21	8,700	.233	7,775	.228	10,320	.24
District of Columbia	24,892	.43	20,930	.50	26,233	.53	33,466	.53	29,209	.60	25,270	.72	23,186	.73	14,048	.77	30,186	.809	29,170	.825	25,659	.65
TOTAL	5,738,989	100%	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,815,196	100%	3,731,166	100%	3,415,905	100%	4,174,352	100%

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Final Standings . . .

1953 Car, Truck Registrations

Cars

1953 Pos.	Make	1952 Pos.
1—1,342,480	Chev.	852,542—1
2—1,116,267	Ford	732,481—2
3—600,447	Plym.	433,134—3
4—454,320	Buick	310,806—4
5—385,692	Pont.	266,351—5
6—305,593	Olds.	218,189—7
7—288,812	Dodge	246,464—6
8—287,717	Merc.	185,883—8
9—161,257	Stude.	157,902—9
10—153,756	Chrys.	113,392—11
11—137,507	Nash	142,520—10
12—122,342	DeSoto	91,677—12
13—98,612	Cad.	87,806—13
14—71,079	Pack.	66,346—15
15—66,797	Hudson	78,509—14
16—42,433	Willys	41,016—17
17—39,169	Linc.	29,110—18
18—22,825	Kaiser	41,022—16
19—10,710	Henry J	28,718—19
20—6,606	MG	7,449—20
21—3,087	Austin	4,804—21
Total All Makes		
5,738,989		4,158,394

Trucks

1953 Pos.	Make	1952 Pos.
1—327,960	Chev.	272,249—1
2—266,027	Ford	179,523—2
3—95,404	Inter'l	92,788—4
4—82,345	Dodge	102,129—3
5—82,296	GMC	79,612—5
6—22,473	Stude.	28,985—6
7—17,712	Willys	20,356—7
8—12,261	White	11,108—8
9—6,890	Mack	7,138—9
10—3,498	Reo	3,393—11
11—3,398	Din. T	3,420—10
12—2,569	Diveo	2,752—12
13—2,080	Brkway	1,752—13
14—1,713	Autocar	1,595—14
15—986	Federal	841—15
16—747	Kenworth	705—16
17—468	Pontiac	541—18
18—359	FWD	543—17
19—332	Peterbilt	236—19
518	Misc.	2,141
Total All Makes		
930,036		811,807

Factory Car Sales

By Body Types

1953	
4-Door Sedans	3,082,338
2-Door Sedans, Coaches and Coupes*	1,695,371
Business Coupes	36,973
Hard Top Coupes and Sedans	842,135
Convertibles	159,200
Station Wagons	297,393
Chassis	8,377
TOTAL	6,121,787
1952	
4-Door Sedans	2,259,165
2-Door Sedans, Coaches and Coupes*	1,214,904
Business Coupes	29,000
Hard-Top Coupes and Sedans	539,508
Convertibles	100,116
Station Wagons	169,036
Chassis	9,064
TOTAL	4,320,793
1951	
4-Door Sedans	2,712,256
2-Door Sedans, Coaches and Coupes*	1,773,729
Business Coupes	53,876
Hard-Top Coupes and Sedans	487,856
Convertibles	143,388
Station Wagons	149,381
Chassis	16,449
TOTAL	5,336,935
1950	
4-Door Sedans	3,246,996
2-Door Sedans, Coaches and Coupes*	2,704,079
Business Coupes	89,587
Hard-Top Coupes and Sedans	266,680
Convertibles	208,090
Station Wagons	141,697
Chassis	8,743
TOTAL	6,665,863
1949	
4-Door Sedans	2,519,894
2-Door Sedans, Coaches and Coupes*	2,192,825
Business Coupes	82,355
Hard-Top Coupes and Sedans	10,431
Convertibles	215,635
Station Wagons	88,410
Chassis	9,916
TOTAL	5,119,466
1948	
4-Door Sedans	1,968,946
2-Door Sedans, Coaches and Coupes*	1,554,687
Business Coupes	63,372
Convertibles	196,597
Station Wagons	102,463
Chassis	23,205
TOTAL	3,909,270

*Except Business Coupes.
Source: Automobile Mfrs. Assn.

States' and Makers' Passenger Car Sales Figures

1953 Compared with 1952

Figures in this table are supplied by R. L. Polk & Co.

List of States in Order of VOLUME of Sales of Passenger Cars

STATE	1953	1953 Pos.	1952	1952 Pos.	Unit Gain	Pct. Gain
New York	485,032	1	342,044	2	+142,988	+41.80
California	452,769	2	346,929	1	+105,840	+30.51
Michigan	423,454	3	287,842	5	+135,612	+47.11
Pennsylvania	413,057	4	302,867	3	+110,190	+36.38
Illinois	406,069	5	295,729	4	+110,340	+37.31
Ohio	359,056	6	257,446	6	+101,610	+39.47
Texas	321,374	7	238,687	7	+82,687	+34.64
New Jersey	211,073	8	148,936	8	+62,137	+41.72
Indiana	182,962	9	122,339	9	+60,623	+49.55
Missouri	159,971	10	96,788	12	+63,183	+65.28
Massachusetts	159,527	11	115,195	10	+44,332	+38.48
Wisconsin	132,309	12	97,225	11	+35,084	+36.08
Minnesota	123,661	13	91,598	13	+32,063	+35.00
Florida	120,439	14	80,905	15	+39,534	+48.86
North Carolina	110,364	15	78,399	16	+31,965	+40.77
Virginia	108,232	16	89,228	14	+19,004	+21.30
Iowa	100,797	17	71,700	18	+29,097	+40.58
Georgia	94,643	18	72,240	17	+22,403	+31.01
Maryland	89,494	19	66,831	19	+22,663	+33.91
Tennessee	88,369	20	59,426	22	+28,943	+48.70
Connecticut	87,629	21	63,768	20	+23,861	+37.42
Kansas	83,127	22	63,172	21	+19,955	+31.59
Oklahoma	78,336	23	55,962	24	+22,374	+39.98
Louisiana	77,655	24	53,850	25	+23,805	+44.21
Kentucky	72,423	25	51,716	26	+20,707	+40.04
Alabama	71,078	26	51,074	28	+20,004	+39.17
Washington	68,202	27	56,449	23	+11,753	+20.82
Oregon	60,858	28	51,215	27	+9,643	+18.83
Nebraska	58,278	29	43,907	29	+14,371	+32.73
South Carolina	54,251	30	37,789	30	+16,462	+43.56
Mississippi	45,176	31	33,681	32	+11,495	+34.13
Colorado	44,558	32	34,946	31	+9,612	+27.51
West Virginia	43,875	33	32,631	33	+11,244	+34.46
Arkansas	41,599	34	28,709	34	+12,890	+44.90
Rhode Island	27,728	35	20,027	37	+7,701	+38.45
Arizona	24,926	36	18,791	38	+6,135	+32.65
Dist. of Columbia	24,892	37	20,930	35	+3,962	+18.93
Montana	24,869	38	20,160	36	+4,709	+23.36
Maine	24,283	39	16,967	43	+7,316	+43.12
North Dakota	24,075	40	18,091	41	+5,984	+33.08
Idaho	23,776	41	18,735	39	+5,041	+26.91
Utah	21,884	42	18,190	40	+3,694	+20.31
South Dakota	21,598	43	17,678	42	+3,920	+22.17
New Mexico	21,248	44	15,462	44	+5,786	+37.42
Delaware	18,498	45	12,329	46	+6,169	+50.04
New Hampshire	17,680	46	14,095	45	+3,585	+25.43
Wyoming	13,317	47	11,104	47	+2,213	+19.93
Vermont	12,672	48	8,818	48	+3,854	+43.71
Nevada	7,846	49	5,794	29	+2,052	+35.42
TOTALS	5,738,989		4,158,394		+1,580,595	+38.01

List of States in Order of PERCENTAGE of Sales INCREASE of Passenger Cars

STATE	Pct. Gain	Unit Gain	Gain Pos.	1953	1953 Pos.	1952	1952 Pos.
Missouri	+65.28	+63,183	1	159,971	10	96,788	12
Delaware	+50.04	+6,169	2	18,498	45	12,329	46
Indiana	+49.55	+60,623	3	182,962	9	122,339	9
Florida	+48.86	+39,534	4	120,439	14	80,905	15
Tennessee	+48.70	+28,943	5	88,369	20	59,426	22
Michigan	+47.11	+135,612	6	423,454	3	287,842	5
Arkansas	+44.90	+12,890	7	41,599	34	28,709	34
Louisiana	+44.21	+23,805	8	77,655	24	53,850	25
Vermont	+43.71	+3,854	9	12,672	48	8,818	48
South Carolina	+43.56	+16,462	10	54,251	30	37,789	30
Maine	+43.12	+7,316	11	24,283	39	16,967	43
New York	+41.80	+142,988	12	485,032	1	342,044	2
New Jersey	+41.72	+62,137	13	211,073	8	148,936	8
North Carolina	+40.74	+31,965	14	110,364	15	78,399	16
Iowa	+40.58	+29,097	15	100,797	17	71,700	18
Kentucky	+40.04	+20,707	16	72,423	25	51,716	26
Oklahoma	+39.98	+22,374	17	78,336	23	55,962	24
Ohio	+39.47	+101,610	18	359,056	6	257,446	6
Alabama	+39.17	+20,004	19	71,078	26	51,074	28
Massachusetts	+38.48	+44,332	20	159,527	11	115,195	10
Rhode Island	+38.45	+7,701	21	27,728	35	20,027	37
Connecticut	+37.42	+23,861	22	87,629	21	63,768	20
New Mexico	+37.42	+5,786	23	21,248	44	15,462	44
Illinois	+37.31	+110,340	24	406,069	5	295,729	4
Pennsylvania	+36.38	+110,190	25	413,057	4	302,867	3
Wisconsin	+36.08	+35,084	26	132,309	12	97,225	11
Nevada	+35.42	+2,052	27	7,846	49	5,794	29
Minnesota	+35.00	+32,063	28	123,661	13	91,598	13
Texas	+34.64	+82,687	29	321,374	7	238,687	7
West Virginia	+34.46	+11,244	30	43,875	33	32,631	33
Mississippi	+34.13	+11,495	31	45,176	31	33,681	32
Maryland	+33.91	+22,663	32	89,494	19	66,831	19
North Dakota	+33.08	+5,984	33	24,075	40	18,091	41
Nebraska	+32.73	+14,371	34	58,278	29	43,907	29
Arizona	+32.65	+6,135	35	24,926	36	18,791	38
Kansas	+31.59	+19,955	36	83,127	22	63,172	21
Georgia	+31.01	+22,663	37	89,494	19	66,831	19
California	+30.51	+105,840	38	452,769	2	346,929	1
Colorado	+27.51	+9,612	39	44,558	32	34,946	31
Idaho	+26.91	+5,041	40	23,776	41	18,735	39
New Hampshire	+25.43	+3,585	41	17,680	46	14,095	45
Montana	+23.36	+4,709	42	24,869	38	20,160	36
South Dakota	+22.17	+3,920	43	21,598	43	17,678	42
Virginia	+21.30	+19,004	44	108,232	16	89,228	14
Washington	+20.82	+11,753	45	68,202	27	56,449	23
Utah	+20.31	+3,694	46	21,884	42	18,190	40
Wyoming	+19.93	+2,213	47	13,317	47	11,104	47
Dist. of Columbia	+18.93	+3,962	48	24,892	37	20,930	35
Oregon	+18.83	+9,643	49	60,858	28	51,215	27
TOTALS	+38.01	+1,580,595		5,738,989		4,158,394	

Makers' Volume Gains

List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1953-1952

	1953	1953 Pos.	1953	1952 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	1,342,480	1	852,542	1	+489,938	+57.47
Ford	1,116,267	2	732,481	2	+383,786	+52.40
Plymouth	600,447	3	433,134	3	+167,313	+38.63
Buick	454,320	4	310,806	4	+143,514	+46.17
Pontiac	385,692	5	266,351	5	+119,341	+44.81
Oldsmobile	305,593	6	218,189	7	+87,404	+40.06
Dodge	288,812	7	246,464	6	+42,348	+17.18
Mercury	287,717	8	185,883	8	+101,834	+54.78
Studebaker	161,257	9	157,902	9	+3,355	+ 2.12
Chrysler	153,756	10	113,392	11	+40,364	+35.60
Nash	137,507	11	142,520	10	— 5,013	— 3.52
DeSoto	122,342	12	91,677	12	+30,665	+33.45
Cadillac	98,612	13	87,806	13	+10,806	+12.31
Packard	71,079	14	66,346	15	+4,733	+ 7.13
Hudson	66,797	15	78,509	14	—11,712	—14.92
Willys	42,433	16	41,016	17	+1,417	+ 3.45
Lincoln	39,169	17	29,110	18	+10,059	+34.56
Kaiser	22,825	18	41,022	16	— 18,197	—44.36
Henry J	10,710	19	28,718	19	— 18,008	—62.71
Austin	3,087	20	4,804	20	— 1,717	—35.74
Allstate	675	21	1,566	21	— 891	—56.90
Miscellaneous	27,412		28,156		— 744	— 2.64
TOTAL	5,738,989		4,158,394		+1,580,595	+38.01

Makers' Percentage Gains

List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1953-1952

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1953	1953 Pos.	1952	1952 Pos.
Chevrolet	+57.47	+489,938	1	1,342,480	1	852,542	1
Mercury	+54.78	+101,834	2	287,717	8	185,883	8
Ford	+52.40	+383,786	3	1,116,267	2	732,481	2
Buick	+46.17	+143,514	4	454,320	4	310,806	4
Pontiac	+44.81	+119,341	5	385,692	5	266,351	5
Oldsmobile	+40.06	+87,404	6	305,593	6	218,189	7
Plymouth	+38.63	+167,313	7	600,447	3	433,134	3
Chrysler	+35.60	+40,364	8	153,756	10	113,392	11
Lincoln	+34.56	+10,059	9	39,169	17	29,110	18
DeSoto	+33.45	+30,665	10	122,342	12	91,677	12
Dodge	+17.18	+42,348	11	288,812	7	246,464	6
Cadillac	+12.31	+10,806	12	98,612	13	87,806	13
Packard	+ 7.13	+4,733	13	71,079	14	66,346	15
Willys	+ 3.45	+1,417	14	42,433	16	41,016	17
Studebaker	+ 2.12	+3,355	15	161,257	9	157,902	9
Nash	— 3.52	—5,013	16	137,507	11	142,520	10
Hudson	—14.92	—11,712	17	66,797	15	78,509	14
Austin	—35.74	—1,717	18	3,087	20	4,804	20
Kaiser	—44.36	—18,197	19	22,825	18	41,022	16
Allstate	—56.90	—891	20	675	21	1,566	21
Henry J	—62.71	—18,008	21	10,710	19	28,718	19
Miscellaneous	— 2.64	—744		27,412		28,156	
TOTAL		+1,580,595		5,738,989		4,158,394	

Each Maker's Share . . .

New Passenger-Car Sales, 1953-1952

	Total Sales 1953	Percent Share of '53 Market	Total Sales 1952	Percent Share of '52 Market	Change
CHRYSLER CORP.	1,165,367	20.31	894,607	21.52	— .97
Chrysler	153,756	2.68	113,392	2.72	— .04
DeSoto	122,342	2.13	91,677	2.21	— .08
Dodge	288,812	5.03	246,464	5.93	— .90
Plymouth	600,447	10.47	433,134	10.42	+ .05
FORD MOTOR CO.	1,448,159	25.15	947,474	22.79	+2.36
Ford	1,116,267	19.45	732,481	17.62	+1.83
Lincoln	39,169	.68	29,110	.70	— .02
Mercury	287,717	5.02	185,883	4.47	+ .55
GENERAL MOTORS	2,380,697	45.07	1,735,694	41.73	+3.34
Buick	454,320	7.92	310,806	7.47	+ .45
Cadillac	98,612	1.72	87,806	2.12	— .40
Chevrolet	1,342,480	23.39	852,542	20.50	+2.89
Oldsmobile	305,593	5.32	218,189	5.24	+ .08
Pontiac	385,692	6.72	266,351	6.40	+ .32
KAISER MOTORS			71,506	1.71	
Henry J	10,710	.18	28,718	.69	— .51
Allstate	675	.01	1,566	.03	— .02
Kaiser	22,825	.40	41,022	.99	— .59
AUSTIN	3,087	.05	4,804	.11	— .06
HUDSON	66,797	1.16	78,509	1.89	— .73
NASH	137,507	2.40	142,520	3.42	—1.02
PACKARD	71,079	1.24	66,346	1.60	— .36
STUDEBAKER	161,257	2.81	157,902	3.80	— .99
WILLYS-OVERLAND	42,433	.74	41,016	.99	— .25
MISCELLANEOUS	27,412	.48	28,156	.67	— .19
Total	5,738,989	100.00	4,158,394	100.00	

—Automotive News compilations from R. L. Polk & Co. data.

Alltime Record Sales Statistics

Totals in Operation (As of July 1, 1953)

Cars	42,202,349
Trucks	8,692,574

Average Annual Scrappage (1925 through 1953)

Cars	1,782,047
Trucks	303,425

Best New-Vehicle Sales Years

CARS

1950	6,326,438
1953	5,738,989
1951	5,060,903
1952	4,158,394
1929	3,880,206
1941	3,731,166
1948	3,490,952
1937	3,483,752

TRUCKS

1950	1,142,307
1948	1,035,174
1951	1,003,850
1949	961,961
1953	930,312
1947	879,132
1952	812,099
1941	640,697
1946	625,249

Best New-Vehicle Sales Months

CARS

August, 1950	683,995
September, 1950	625,755
July, 1950	609,926
June, 1950	583,922
October, 1950	580,373
December, 1950	552,259
June, 1953	542,193
May, 1953	540,575
July, 1953	533,783
April, 1953	528,110

TRUCKS

August, 1950	126,533
July, 1950	117,040
September, 1950	113,784
April, 1948	108,168
October, 1950	101,169
May, 1948	100,614
March, 1950	96,266

Leading States, Vehicles in Operation (As of July 1, 1953)

CARS

California	4,337,250
New York	3,457,750
Pennsylvania	2,699,752
Illinois	2,488,645
Ohio	2,485,582
Texas	2,211,349
Michigan	2,178,829

TRUCKS

California	723,133
Texas	625,356
Pennsylvania	441,611
New York	428,350
Ohio	353,510
Illinois	350,777
Michigan	286,682

States' and Makers' Truck Sales Figures

1953 Compared with 1952

List of States in Order of VOLUME

	1953	1953 Pos.	1952	1952 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Texas	74,857	1	68,793	1	+ 6,064	+ 8.81
California	69,345	2	58,661	2	+ 10,684	+18.21
Pennsylvania	47,965	3	40,949	4	+ 7,016	+17.13
New York	47,704	4	41,788	3	+ 5,916	+14.16
Illinois	43,436	5	34,479	6	+ 8,957	+25.98
Ohio	42,510	6	36,090	5	+ 6,420	+17.79
Michigan	40,795	7	33,711	7	+ 7,084	+21.01
Indiana	29,108	8	21,374	11	+ 7,734	+36.18
Missouri	29,067	9	22,582	9	+ 6,485	+28.72
North Carolina	26,685	10	23,696	8	+ 2,989	+12.61
New Jersey	23,500	11	18,783	13	+ 4,717	+25.11
Georgia	23,441	12	21,464	10	+ 1,977	+ 9.21
Florida	23,340	13	19,980	12	+ 3,360	+16.82
Oklahoma	22,257	14	18,750	14	+ 3,507	+18.70
Tennessee	20,881	15	18,117	16	+ 2,764	+15.26
Iowa	20,190	16	15,914	23	+ 4,276	+26.87
Louisiana	19,795	17	15,714	24	+ 4,081	+25.97
Alabama	19,653	18	17,721	18	+ 1,932	+10.90
Minnesota	19,054	19	16,404	21	+ 2,650	+16.15
Wisconsin	18,794	20	16,745	20	+ 2,049	+12.24
Kentucky	18,525	21	15,634	25	+ 2,891	+18.49
Mississippi	18,374	22	16,054	22	+ 2,320	+14.45
Arkansas	18,357	23	16,890	19	+ 1,467	+ 8.69
Kansas	18,277	24	18,108	17	+ 169	+ .93
Virginia	17,685	25	18,315	15	— 630	— 3.44
Washington	13,718	26	11,632	30	+ 2,086	+17.93
Oregon	13,415	27	12,712	28	+ 703	+ 5.53
Nebraska	13,123	28	13,115	26	+ 8	+ .06
South Carolina	12,397	29	12,151	29	+ 246	+ 2.02
Massachusetts	12,291	30	12,974	27	— 683	— 5.26
Maryland	11,199	31	9,586	32	+ 1,613	+16.83
Colorado	11,180	32	10,892	31	+ 288	+ 2.64
West Virginia	9,724	33	7,929	33	+ 1,795	+22.64
Connecticut	8,214	34	7,324	35	+ 890	+12.15
Montana	8,001	35	7,664	34	+ 337	+ 4.40
Idaho	7,607	36	6,612	36	+ 995	+15.05
Arizona	7,160	37	6,611	37	+ 549	+ 8.30
New Mexico	6,428	38	5,885	39	+ 543	+ 9.23
North Dakota	6,128	39	5,932	38	+ 196	+ 3.30
Maine	5,559	40	5,216	41	+ 343	+ 6.58
South Dakota	5,465	41	5,485	40	— 20	— .36
Utah	4,748	42	4,944	42	— 196	— 3.96
Wyoming	4,477	43	4,440	43	+ 37	+ .83
New Hampshire	2,924	44	2,711	44	+ 213	+ 7.86
Delaware	2,734	45	2,383	48	+ 351	+14.73
Dist. of Columbia	2,728	46	2,433	46	+ 295	+12.12
Vermont	2,705	47	2,527	45	+ 178	+ 7.04
Rhode Island	2,662	48	2,384	47	+ 278	+11.66
Nevada	2,130	49	1,841	49	+ 289	+15.70
TOTALS	930,312		812,099		+118,213	+14.56

List of States in Order of PERCENTAGE of Sales INCREASE

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1953	1953 Pos.	1952	1952 Pos.
Indiana	+36.18	+ 7,734	1	29,108	8	21,374	11
Missouri	+28.72	+ 6,485	2	29,067	9	22,582	9
Iowa	+26.87	+ 4,276	3	20,190	16	15,914	23
Illinois	+25.98	+ 8,957	4	43,436	5	34,479	6
Louisiana	+25.97	+ 4,081	5	19,795	17	15,714	24
New Jersey	+25.11	+ 4,717	6	23,500	11	18,783	13
West Virginia	+22.64	+ 1,795	7	9,724	33	7,929	33
Michigan	+21.01	+ 7,084	8	40,795	7	33,711	7
Oklahoma	+18.70	+ 3,507	9	22,257	14	18,750	14
Kentucky	+18.49	+ 2,891	10	18,525	21	15,634	25
California	+18.21	+ 10,684	11	69,345	2	58,661	2
Washington	+17.93	+ 2,086	12	13,718	26	11,632	30
Ohio	+17.79	+ 6,420	13	42,510	6	36,090	5
Pennsylvania	+17.13	+ 7,016	14	47,965	3	40,949	4
Maryland	+16.83	+ 1,613	15	11,199	31	9,586	32
Florida	+16.82	+ 3,360	16	23,340	13	19,980	12
Minnesota	+16.15	+ 2,650	17	19,054	19	16,404	21
Nevada	+15.70	+ 289	18	2,130	49	1,841	49
Tennessee	+15.26	+ 2,764	19	20,881	15	18,117	16
Idaho	+15.05	+ 995	20	7,607	36	6,612	36
Delaware	+14.73	+ 351	21	2,734	45	2,383	48
Mississippi	+14.45	+ 2,320	22	18,374	22	16,054	22
New York	+14.16	+ 5,916	23	47,704	4	41,788	3
North Carolina	+12.61	+ 2,989	24	26,685	10	23,696	8
Wisconsin	+12.24	+ 2,049	25	18,794	20	16,745	20
Connecticut	+12.15	+ 890	26	8,214	34	7,324	35
Dist of Columbia	+12.12	+ 295	27	2,728	46	2,433	46
Rhode Island	+11.66	+ 278	28	2,662	48	2,384	47
Alabama	+10.90	+ 1,932	29	19,653	18	17,721	18
New Mexico	+ 9.23	+ 543	30	6,428	38	5,885	39
Georgia	+ 9.21	+ 1,977	31	23,441	12	21,464	10
Texas	+ 8.81	+ 6,064	32	74,857	1	68,793	1
Arkansas	+ 8.69	+ 1,467	33	18,357	23	16,890	19
Arizona	+ 8.30	+ 549	34	7,160	37	6,611	37
New Hampshire	+ 7.86	+ 213	35	2,924	44	2,711	44
Vermont	+ 7.04	+ 178	36	2,705	47	2,527	45
Maine	+ 6.58	+ 343	37	5,559	40	5,216	41
Oregon	+ 5.53	+ 703	38	13,415	27	12,712	28
Montana	+ 4.40	+ 337	39	8,001	35	7,664	34
North Dakota	+ 3.30	+ 196	40	6,128	39	5,932	38
Colorado	+ 2.64	+ 288	41	11,180	32	10,892	31
South Carolina	+ 2.02	+ 246	42	12,397	29	12,151	29
Kansas	+ .93	+ 169	43	18,277	24	18,108	17
Wyoming	+ .83	+ 37	44	4,477	43	4,440	43
Nebraska	+ .06	+ 8	45	13,123	28	13,115	26
South Dakota	— .36	— 20	46	5,465	41	5,485	40
Virginia	— 3.44	— 630	47	17,685	25	18,315	15
Utah	— 3.96	— 196	48	4,748	42	4,944	42
Massachusetts	— 5.26	— 683	49	12,291	30	12,974	27
TOTALS	+14.56	+118,213		830,312		812,099	

Makers' Volume Gains

List of Commercial Car Manufacturers in Order of VOLUME of Sales, 1953-1952

	1953	1953 Pos.	1952	1952 Pos.	Unit Change	Pct. Change
Chevrolet	327,960	1	272,249	1	+ 55,711	+20.46
Ford	266,027	2	179,523	2	+ 86,504	+48.19
International	95,404	3	92,788	4	+ 2,616	+ 2.82
Dodge	82,345	4	102,129	3	— 19,784	—19.37
GMC	82,296	5	79,612	5	+ 2,684	+ 3.38
Studebaker	22,473	6	28,985	6	— 6,512	—22.47
Willys	17,712	7	20,356	7	— 2,644	—12.99
White	12,261	8	10,858	8	+ 1,403	+12.92
Mack	6,890	9	7,138	9	— 248	— 3.47
Reo	3,498	10	3,393	11	+ 105	+ 3.09
Diamond T	3,398	11	3,420	10	— 22	— .64
Divco	2,569	12	2,752	12	— 183	— 6.65
Brockway	2,080	13	1,752	13	+ 328	+18.72
Autocar	1,713	14	1,595	14	+ 118	+ 7.40
Federal	986	15	841	15	+ 145	+17.24
Kenworth	747	16	705	16	+ 42	+ 5.96
Pontiac	468	17	541	18	— 73	—13.49
F.W.D.	359	18	543	17	— 184	—33.89
Peterbilt	332	19	236	20	+ 96	+40.68
Crosley	32	20	243	19	— 211	—86.83
Miscellaneous	762		2,440		— 1,678	—68.77
TOTAL	930,312		812,099		+118,213	+14.56

Makers' Percentage Gains

List of Commercial Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1953-1952

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1953	1953 Pos.	1952	1952 Pos.
Ford	+48.19	+ 86,504	1	266,027	2	179,523	2
Peterbilt	+40.68	+ 96	2	332	19	236	20
Chevrolet	+20.46	+ 55,711	3	327,960	1	272,249	1
Brockway	+18.72	+ 328	4	2,080	13	1,752	13
Federal	+17.24	+ 145	5	986	15	841	15
White	+12.92	+ 1,403	6	12,261	8	10,858	8
Autocar	+ 7.40	+ 118	7	1,713	14	1,595	14
Kenworth	+ 5.96	+ 42	8	747	16	705	16
GMC	+ 3.38	+ 2,684	9	82,296	5	79,612	5
Reo	+ 3.09	+ 105	10	3,498	10	3,393	11
International	+ 2.82	+ 2,616	11	95,404	3	92,788	4
Diamond T	— .64	— 22	12	3,398	11	3,420	10
Mack	— 3.47	— 248	13	6,890	9	7,138	9
Divco	— 6.65	— 183	14	2,569	12	2,752	12
Willys	—12.99	— 2,644	15	17,712	7	20,356	7
Pontiac	—13.49	— 73	16	468	17	541	18
Dodge	—13.37	— 19,784	17	82,345	4	102,129	3
Studebaker	—22.47	— 6,512	18	22,473	6	28,985	6
FWD	—33.89	— 184	19	359	18	543	17
Crosley	—86.83	— 211	20	32	20	243	19
Miscellaneous	—68.77	— 1,678		762		2,440	
TOTAL		+118,213		930,312		812,099	

Each Maker's Share . . . New-Truck Sales, 1953-1952

	Total Sales 1953	Pct. of 1953 Total	Total Sales 1952	Pct. of 1952 Total	Gain or Loss
Chevrolet	327,960	35.25	272,249	33.52	+1.73
Ford	266,027	28.60	179,523	22.11	+6.49
Dodge	82,345	8.85	102,129	12.57	—3.72
GMC	82,296	8.85	79,612	9.80	— .95
Total Big Three	758,628	81.55	633,513	78.00	+3.55
International	95,404	10.25	92,788	11.42	—1.17
Studebaker	22,473	2.42	28,985	3.57	—1.15
Willys-Overland	17,712	1.90	20,356	2.51	— .61
White*	12,261	1.32	11,108	1.37	— .05
Mack	6,890	.74	7,138	.88	— .14
Diamond T	3,398	.37	3,420	.42	— .05
Reo	3,498	.38	3,393	.42	— .04
Divco	2,569	.28	2,752	.34	— .06
Brockway	2,080	.22	1,752	.21	+ .01
Autocar	1,713	.18	1,595	.20	— .02
Federal	986	.10	841	.10	.....
Miscellaneous	2,700	.29	4,458	.56	— .27
Total Independents	171,684	18.45	178,586	22.00	—3.55
TOTALS	930,312	100.00	812,099	100.00	

*Includes White-Sterling sales in 1952.

1953 Truck Registrations by Weight Class

	GVW	5,000 lbs. or less	5,001-10,000 lbs.	10,001-14,000 lbs.	14,001-16,000 lbs.	16,001-19,500 lbs.	19,501-26,000 lbs.	26,001 lbs. & Over	Total 1953	Total 1952
Autocar	81	.....	.....	.....	.....	.....	.....	1,713	1,713	1,595
Brockway	82	.....	.....	.....	.....	109	197	1,774	2,080	1,752
Chevrolet	10	188,739	64,398	15,115	59,708	.....	.....	.....	327,960	272,249
Diamond T	84	.....	.....	.....	535	824	1,168	871	3,398	3,420
Divco	85	.....	2,011	558	.....	.....	.....	.....	2,569	2,752
Dodge	20	37,500	19,865	4,867	12,523	6,353	639	598	82,345	102,129
Federal	86	.....	.....	2	7	251	426	300	986	841
Ford	30	145,548	44,213	15,045	42,563	8,424	9,365	869	266,027	179,523
FWD	87	.....	.....	.....	21	93	195	50	359	543
GMC	40	31,679	14,284	3,996	15,033	7,184	5,449	4,671	82,296	79,612
International	50	33,258	16,423	2,902	17,053	11,406	8,118	6,244	95,404	92,788
Kenworth	88	.....	.....	.....	.....	.....	.....	747	747	705
Mack	89	.....	.....	.....	.....	180	1,900	4,810	6,890	7,138
Peterbilt	83	.....	.....	.....	.....	.....	.....	332	332	236
Pontiac	91	468	.....	.....	.....	.....	.....	.....	468	541
Reo	92	.....	.....	.....	988	297	1,985	228	3,498	3,393
Studebaker	61	12,877	4,442	2,861	2,293	.....	.....	.....	22,473	28,985
White	71	.....	.....	.....	.....	1,692	6,614	3,955	12,261	11,108
Willys-Jeep	95	9,247	.....	.....	.....	.....	.....	.....	9,247	8,594
Willys Truck	96	1,372	7,093	.....	.....	.....	.....	.....	8,465	11,762
Domestic Misc.	97	33	3	7	5	7	187	276	518	2,141
Domestic Total	01	460,721	172,732	45,353	150,729	36,820	36,243	27,438	930,036	81,807
Foreign Misc.	02	276	.....	.....	.....	.....	.....	.....	276	292
GRAND TOTAL		460,997	172,732	45,353	150,729	36,820	36,243	27,438	930,312	812,099

—Compiled by R. L. Polk & Co.

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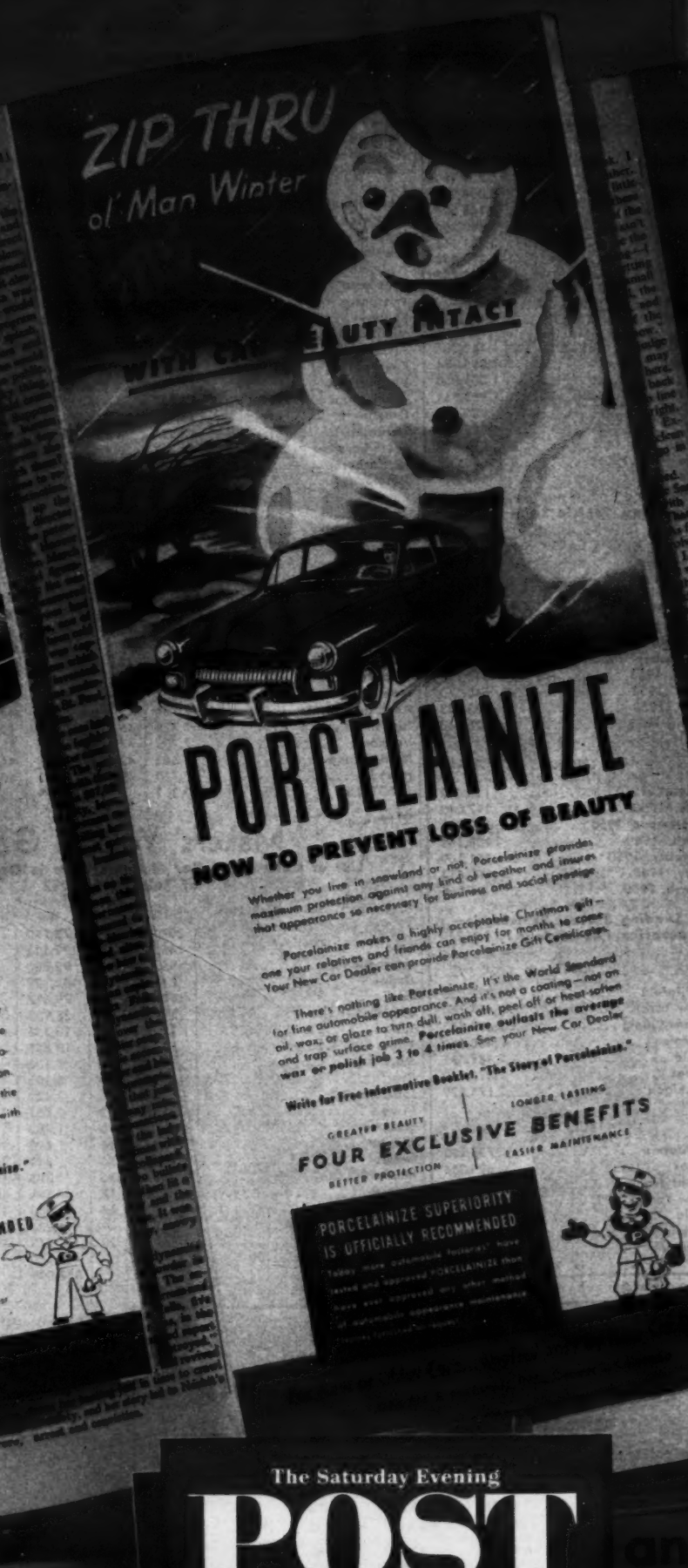

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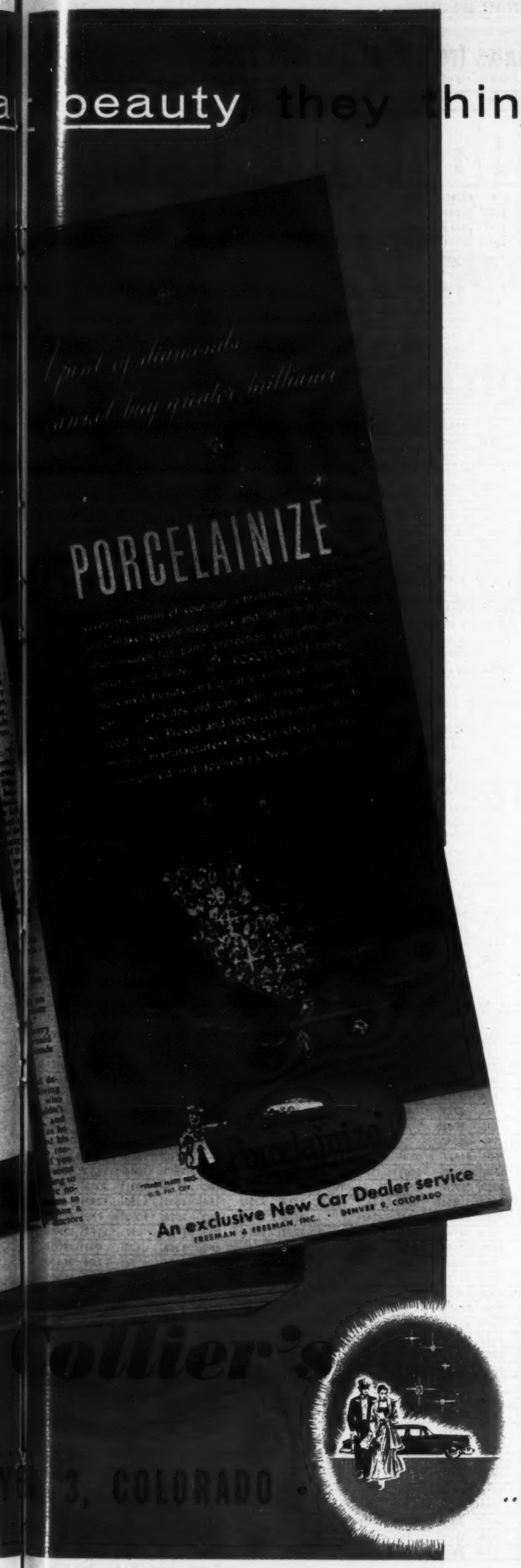

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because of

DOMINANT NATIONAL ADVERTISING

...plus enthusiastic word-of-mouth approval given by millions of satisfied customers.

Porcelainize pre-selling ***exclusively for the benefit of New Car Dealers*** stands alone in the appearance maintenance field.

Porcelainize outsells because it is out selling, day after day, year after year.

Porcelainize national advertising reaches every village and hamlet in America. For every New Car Dealer on the vast Porcelainize program, this insures easier sales, larger profits and greater prestige.

PORCELAINIZE®

...the World Standard for Fine Automobile Appearance

New Passenger Car Registrations by Makes in States from 1941 Through 1953

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Alabama	'53	1507	943	3112	7939	13501	15009	456	3672	19137	5805	858	19253	3192	4281	33389	204		130	608	1103	614	1789	508	95	71078
	'52	1088	733	2693	5520	10034	9978	391	2371	12740	3386	726	11859	2304	3237	21512	433		472	793	1342	761	1975	803	209	51074
	'51	1399	958	3301	6903	12561	12831	340	3150	16321	4615	789	15570	3000	4291	28265	464		930	743	1364	578	2669	357	168	64420
	'50	1300	831	3198	6150	11479	17127	523	4739	22389	6497	824	21152	3751	4967	37191	659	104	152	963	1701	571	3327	469	151	79156
	'49	1277	858	3082	6516	11733	12087	547	2942	15576	3377	704	14230	2531	3165	24007	579	174		1299	1329	826	2249	319	182	58273
	'48	975	636	1871	4309	7791	7781	356	1488	9625	1901	433	10170	1581	2011	16096	1330	681		1326	952	438	1527	274	392	40432
	'47	887	490	1729	3676	6782	8289	219	1080	9588	1775	310	9083	1370	1428	13966	737	597		966	980	326	1000	291	275	35508
	'46	581	403	1190	3140	5314	5240	83	678	6001	944	160	5402	627	689	7822	73	32		913	814	237	568		76	21850
	'41	893	664	2504	4308	8369	9404	163	1138	10705	2485	367	13431	1474	1889	19646				1036	353	490	1253	571	30	42453
Arizona	'53	700	342	1110	2437	4589	4663	180	1253	6096	2358	485	5841	1290	1538	11512	97		75	356	411	332	972	279	207	24926
	'52	520	355	941	1564	3380	3120	168	1149	4437	1618	398	3650	917	1153	7736	185		211	407	507	339	992	232	365	18791
	'51	644	344	1057	1910	3955	3832	121	1117	5070	1852	363	4964	1127	1325	9631	199		183	513	670	277	1195	112	235	22040
	'50	664	369	1100	1786	3919	5082	126	1250	6458	2698	389	6158	1502	1594	12341	277	31	66	669	692	277	1574	164	102	26570
	'49	499	397	1015	1955	3866	3861	158	771	4790	1415	390	4636	895	1185	8521	140	45		824	723	326	1488	154	116	20995
	'48	416	345	646	1241	2648	2029	172	616	2817	881	194	2181	512	747	4515	313	208		356	538	305	1030	93	171	12994
	'47	366	279	589	1083	2317	1970	90	419	2479	830	179	1844	387	523	3763	227	220		276	454	198	552	102	67	10655
	'46	241	151	424	584	1400	1180	38	228	1446	401	79	955	183	282	1900	8	1		238	333	149	207	9	20	5711
	'41	618	279	733	1467	3097	1533	69	301	1903	1062	214	2707	560	735	5278				309	235	299	416	66		11603
Arkansas	'53	728	768	1987	5540	9023	8479	203	1799	10481	2962	498	11104	1825	2720	19109	95		74	276	812	253	1172	249	55	41599
	'52	535	608	1610	3541	6294	5543	136	1152	6831	1959	446	6534	1291	1920	12150	231		261	321	749	293	1164	326	89	28709
	'51	802	834	2011	4795	8442	6829	143	1709	8681	2538	508	8761	1691	2330	15828	429		505	526	859	314	1597	298	55	37534
	'50	823	804	2379	4621	8627	9889	190	1994	12073	3610	511	11420	2080	3104	20725	713	149	134	626	1135	409	1877	437	98	47003
	'49	770	558	1780	4049	7157	6587	227	1112	7926	2090	377	8006	1467	1887	13827	640	208		1016	879	575	1249	385	168	34030
	'48	525	273	1099	2186	4083	3951	157	792	4900	1077	190	5376	845	1179	8667	878	385		566	555	299	633	236	117	21319
	'47	470	251	895	2062	3678	4399	130	640	5169	1090	182	5267	765	1024	8328	377	230		463	588	199	394	269	91	19786
	'46	271	192	576	1539	2578	3302	51	274	3627	474	56	2261	341	410	3542	17	9		290	453	115	152	15	19	10817
	'41	539	190	1136	2073	3938	6615	100	522	7237	1538	197	7465	942	1229	11371				318	271	210	427	101		23873
California	'53	10644	9031	19810	41096	80581	86432	4352	28859	119643	33562	11602	96840	25993	29049	197046	2774		642	5034	10993	5042	15941	3816	11257	452769
	'52	11273	8374	18246	33675	71568	53603	3249	19963	76815	23223	9782	63227	17980	20670	134882	4335		1359	7994	14026	5274	15466	3827	11383	346929
	'51	14507	9609	20111	36465	80692	62506	2340	22212	87058	29801	11309	77761	22725	24853	166449	2715		2223	8040	12446	4873	19474	2209	6503	392682
	'50	15639	11190	20408	39535	86772	89198	3231	27591	120020	44536	11323	111736	32105	35042	234742	5531	614	984	13135	17205	5157	29557	2024	4258	519999
	'49	10683	10889	19633	37757	78962	62792	3142	15727	81661	29619	8763	79399	22297	28766	168844	2635	751		11434	9973	6187	24924	1666	2507	389544
	'48	8028	9034	16554	25148	58764	38095	3509	12438	54042	19830	5068	49759	12527	18063	105247	5086	2887		9130	7046	7584	16838	1445	4140	272209
	'47	7412	8636	16126	23680	55854	41157	2620	10965	54742	18848	4745	46647	13440	15841	99521	4783	5060		7207	7192	4707	10813	1706	1756	253341
	'46	5486	6282	10601	12030	34399	20593	1111	6195	27899	9142	1990	23999	7170	8853	51154	218	111		6439	5930	3295	6670	168	136	136419
	'41	14688	11309	16282	27895	70174	36141	1839	6948	44928	22534	5456	61807	16714	21828	128339				7882	4648	5867	11399	3157	255	276649
Colorado	'53	1333	816	2137	4409	8695	8231	513	2703	11447	3567	833	10459	2723	2866	20448	117		47	656	1028	473	1027	462	158	44558
	'52	1152	701	1886	3526	7265	6063	363	1781	8207	3059	778	6698	1924	2178	14638	182		104	972	1140	548	1194	464	232	34946
	'51	1593	793	2365	4331	9082	6930	325	2295	9550	4086	802	8513	2344	2737	18482	326		286	1342	1287	622	1630	352	213	43172
	'50	1736	899	2938	4917	10490	10143	429	3257	13829	5789	858	12077	3226	3844	25794	487	94	118	2305	2560	736	2012	367	161	58953
	'49	1466	760	2122	4638	8986	6989	436	2076	9501	3360	672	7928	1988	2395	16343	385	124		3169	1506	987	1398	241	130	42770
	'48	1174	533	1694	2758	6159	4245	335	1349	5929	1938	458	5904	1216	1533	11049	719	583		918	881	547	824	168	165	27942
	'47	1004	423	1695	2503	5625	4803	208	1264	6275	1920	401	5622	1205	1424	10572	352	489		611	849	333	550	201	101	25958
	'46	534	314	986	1464	3298	2853	93	731	3677	833	158	2531	561	611	4694	25	5		460	632	216	297	12	30	13346
	'41	1408	591	1892	2802	6693	4604	147	864	5615	2522	442	6860	1545	1935	13304				484	526	477	785	153	17	28054
Connecticut	'53	2893	1933	5798	9043	19757	15697	612	4189	20498	6622	1707	17508	4943	5946	36726	385		194	1414	2621	1466	2418	1051	1099	87629
	'52	1972	1506	4486	6214	14178	10161	548	2993	13702	4419	1574	11283	3573	3879	24728	879		670	1572	2314	1316	2558	856	995	63768
	'51	2387	1669	4934	7357	16347	10588	437	3584	14609	5538	1697	13910	4497	4684	30326	988		1321	1612	2113	1241	3249	540	900	73246
	'50	2375	1651	4633	7594	16253	13331	497	4655	18483	7631	1806	17822	5917	6078	39254	1088	142	256	1582	2323	1376	3908	688	744	86097
	'49	1940	1509	3975	7067	14491	9047	525	2282	11854	6172	1633	12775	4467	5198	30245	616	86		1732	1947	1490	2954	451	412	66278
	'48	1448	1244	3387	4633	10712	5464	686	2138	8288	4201	1396	9160	2855	3948	21560	941	481		1641	2142	1374	2310	296	1000	50745
	'47	1355	1093	3375	4306	10129	5758	554	1909	8221	4424	1342	8578	3453	4193	21990	759	603		1334	2319	1084	1717	285	341	48782
	'46	982	883	2150	2753	6768	3727	236	1020	4983	2381	676	4156	1769	2413	11395	53	29		1064	1661	817	911	38	78	27797
	'41	2665	1877	3853	8558	16953	7886	444	1276	9606	5956	1744	12443	4779	6100	31022				1364	1436	1978	1895	308	44	64606
Delaware	'53	369	240	1042	1522	3173	3717	137	807	4661	1359	348	5245	952	1277	9181	59		32	169	311	146	599	101	66	18498
	'52	231	182	647	1074	2134	2325	90	498	2913	917	263	3015	694	638	5527	151		92	212	346	138	672	56	88	12329
	'51	325	227	878	1375	2805	2827	104	608	3539	1152	286	3392	888	1102	6820	156		180	242	348	174	874	56	83	15277
	'50	271	240	776	1209	2496	3333	102	787	4222	1378	298	3963	1197	1552	8388	282	30	46	225	310	175	1094	82	71	17421
	'49	284	222	871	1405	2782	2746	144	581	3471	1033	242	3092	922	961	6250	171	35		267	318	230	1005	70	56	14655
	'48	221	210	827	890	2148	1514	94	394	2002	671	165	1806	617	654	3913	297	137		270	284	292	503	11	139	9996
	'47	212	172	725	818	1927	1540	88	355	1983	721	141	1490	664	712	3728	140	120		156	260	170	336	5	21	8846
	'46	166	132	505	482	1285	937	25	114	1076	363	80	881	374	430	2058	6	3		170	249	124	185		17	5243
	'41	428	231	540	1227	2426	1725	37	201	1963	960	236	2652	1014	998	5860				96	144	340	478	57	7	11371
Florida	'53	2934	2080	5427	12538	22979	22809	1140	6652	30601	10048	2605	27970	6608	7606	54837	328		512	1225	2160	1653	3410	1363	1371	120439
	'52	2274	1351	4855	7711	16191	13667	839	4005	18511	6272	2083	15912	4100	4508	32875	612		1162	1178	2747	1591	2813	1366	1859	80905
	'51	2837	1676	5339	9928	19780	15303	772	5558	21633	7182	2241	18475	4788	6023	38709	854		1976	1369	2150	1420	3179	1031	2002	94103
	'50	2780	1642	5711	9951	20084	20911	1115	8260	30286	10129	2113	24816	5960	7877	50895	1082	115	368	2217	2728	1386	4469	1383	1891	116904
	'49	2242	1487	4896	9277	17902	15403	1325	4778	21506	5705	1889	16330	4090	4393	32407	886	245		2578	1955	1880	3088	1012	779	84238
	'48	1603	1106	3473	5376	11558	9577	964	2875	13416	3039	1254	9575	2022	2674	18564	1581	826		1725	1611	963	1912	417	1173	53746
	'47	1451	961	3315	4999	10726	9681	798	1978	12457	3260	1188	9288	2061	1847	17644	960	808		1350	1643	649	1358	423	991	49009
	'46	1089	740	2152	3387	7368	5706	284	1068	7058	1625	502	4303	927	982	8339	24	19		1179	1304	480	695	26	188	26680
	'41	2426	1190	3823	7330	14769	11035	589	1534	13158	4822	1477	12278	2893	2702	24172				1162	867	1226	1553	546	145	57598
Georgia	'53	1746	1155	4393	9939	17233	19665	576	4698	24939	7473	1219	26754	4419	6948	46813	301		207	548	961	779	2213	470	179	94643
	'52	1489	1007	3998	7035	13529	14043	464	3292	17799	5703	1276	16971	3676	5181	32807	473		672	850	1447	952	2755	684	272	72240
	'51	1902	1185	4728	9060	16875	18125	621	5114	23860	7609	1407	22074	4347	7398	42835	821		1252	1087	1503	993	3769	434	425	93854
	'50	1937	1356	5077	9329	17699	22856	834	6901	30591	10478	1568	28623	6040	8158	54867	998	144	249	1573	1752	978	4172	555	345	113923
	'49	1761	1253	4487	8159	15660	16249	888	4205	21342	5773	1180	18324	3763	5297	34337	827	294		1972	1540	1299	2866	469	280	80886
	'48	1374	1026	3017	5892	11309	11839	522	2463	14824	4033	877	13453	2386	3037	23786	1532	755		1642	1645	949	2403	402	456	59703
	'47	1250	820	2826	4939	9835	12648	343	1854	14845	3645	792	12293	2237	2451	21418	950	651		1306	1504	692	1555	385	291	53432
	'46	663	559	1644	2938	5804	6371	158	993	7522	1390	306	5031	1010	944	8681	50	49		846	1019	494	559	26	52	25102
	'41	1494	935	2855	7266	12550	14167	246	1746	16159	4910	837	14493	2647	2947	25834				930	801	1001	1505	494	26	59300
Idaho	'53	634	487	1149	2018	4288	4176	217	1483	5876	2032	439	5145	1485	1398	10499	127		26	529	735	279	926	404	87	23776
	'52	498	391	980	1617	3486	2886	138	1084	4108	1615	366	3541	992	1078	7592	218		97	576	765	307	1064	427	95	18735
	'51	662	440	1262	1995	4359	3495	136	1155	4786	2071	388	4492	1171	1551	9673	371		184	689	887	360	1466	315	61	23151
	'50	638	465	1090	2168	4361	4467	178	1284	5929	2527	406	5922	1500	1940	12295	373	50	69	762	1056	305	1799	279	77	27355
	'49	589	486	1254	2096	4425	3501	238	915	4654	1813	344	4674	1139	1458	9428	338	161		877	958	434	1593	242	101	23211
	'48	505	331	808	1259	2903	2086	115	526	2727	977	148	2774	611	769	5279	752	575		493	471	242	892	77	143	14554
	'47	398	267	650	1074	2389	2128	76	475	2679	846	106	2573	600	475	4600	310	403		413	459	139	545	91	65	12093
	'46	238	171	484	651	1544	1161	34	273	1468	367	45	1150	279	234	2075	22	6		294	312	76	293	2	14	6106
	'41	434	370	783	1287	2874	2172	65	488	2725	1126	101	3605	733	713	6278				422	429	199	785	128	2	13842

(Continued on Page 46)

—Figures compiled by R. L. Polk & Co.

"Hudson owner loyalty brings repeat business year after year!"

"THIS BEING the 29th Anniversary of our joining the Hudson family as dealers, we think a bit of a greeting is due you in Detroit.

"After handling Hudson all these years, we positively know that we are selling one of the very finest products in the business. Hudson has always created strong owner loyalty, and this has brought us repeat business year after year.

"We have developed our sales penetration to a very strong share of the local market. This has added prestige to our organization. It has gained the confidence and interest of our local business people. All this, in turn, has helped in our growth with Hudson.

"The value of our Hudson service business, alone, has steadily increased until it is a major source of revenue for us, as well as a definite source of satisfaction to our many Hudson-owner friends.

"There is a great feeling of pride in having an automobile franchise that lets you accomplish such a high sales penetration, and still have such a terrific amount of owner satisfaction everywhere in the area.

"It's obviously due, in large part, to the fact that Hudson builds great cars—which is something you can be sure we greatly appreciate."

Mr. Carl Bitter
President

Mr. George Buhler
Secretary

There are a few Hudson franchises available in some choice areas. If the statement by Mr. Bitter and Mr. Buhler describes the kind of opportunity you'd like, you can receive more information about their dealership, and the Hudson Franchise from: C. A. J. Hadley, Sales Manager, Hudson Motor Car Company, Detroit 15, Michigan.

(Continued from Page 44)

New Passenger Car Registrations by Makes in States from 1941 Through 1953

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Illinois	'53	11693	9132	20127	43538	84490	73507	3033	21230	97770	35771	7983	90048	22839	25246	181887	1457		395	7350	13740	5301	10832	2164	683	406069
	'52	8318	6933	18702	34296	68249	50334	2143	13649	66126	23669	7155	56012	15303	18144	120283	2532		1191	7629	12482	4337	10118	1497	1285	295729
	'51	10411	8386	22464	42139	83400	53582	1863	15852	71297	29107	7505	67813	19200	21971	145596	3989		2352	10805	11197	5329	13128	878	2875	350846
	'50	10099	7776	20406	40253	78534	70824	2282	21271	94377	37611	7729	84952	25304	28352	183948	6910	1035	767	14039	13634	5574	17101	1390	562	417871
	'49	9463	7764	19938	39619	76784	54826	2940	13769	71535	27595	6628	67869	18612	21407	142111	4830	1613		12833	10728	8186	12680	1535	2321	345156
	'48	7280	5946	15586	24417	53229	28088	2470	10401	40959	17752	5512	45403	12766	14929	96362	10727	6044		7034	7064	5804	8671	1337	4000	241231
	'47	6685	5106	15949	22211	49951	32081	2044	7788	41913	18545	4707	42791	13289	13944	93276	3920	4266		6132	7040	3388	6716	1333	601	218536
	'46	4970	3819	10229	15498	34526	19744	721	3917	24382	9034	1910	20141	6409	7265	44759	148	86		5383	6216	2549	3728	129	175	122081
	'41	11190	7343	16212	33921	68666	37480	1391	5818	44689	25500	6041	59562	18187	20803	130093				6015	8129	5778	9159	913	700	274142
Indiana	'53	4580	4174	8534	20539	37827	32448	1129	7801	41378	14458	2528	43480	9440	12139	82045	904		327	2290	5089	2682	9013	1133	274	182962
	'52	3130	2816	6625	13000	25571	20754	823	4685	26262	8808	2181	25652	6165	8068	50874	1363		855	2512	4400	1674	7535	1003	290	122339
	'51	4219	3528	8386	16867	33000	26908	730	5865	33503	11541	2538	33686	8025	10479	66269	1882		1709	3596	5211	1931	11414	617	314	159446
	'50	4395	3595	8899	16856	33745	35853	968	7334	44155	15549	2576	45377	10933	13641	88076	2943	444	505	5047	7090	2375	14329	1075	328	200112
	'49	3685	2931	7814	15675	30105	23845	984	4627	29456	10661	2020	32537	7695	9205	62118	2201	579		5387	4750	3147	9738	782	564	148827
	'48	2685	1959	5782	9413	19839	12561	660	3411	16632	6471	1452	20884	4971	6369	40147	3876	2190		3222	2569	1866	8877	583	1327	101128
	'47	2549	1780	6097	9070	19496	15024	532	2832	18388	7075	1369	19691	5327	6054	39516	1784	1810		2746	2563	1084	8519	660	657	97223
	'46	1776	1363	3844	6473	13456	8773	193	1440	10406	3446	585	10083	2599	3332	20045	112	45		2468	2140	824	6048	63	72	55679
	'41	4098	3004	6529	16303	29934	18141	417	2162	20720	9893	1583	29083	7552	9735	57846				3229	2323	1482	5967	651	72	122224
Iowa	'53	2432	1798	4768	11071	20069	20182	533	5055	25770	7172	1261	26883	5215	6862	47393	276		97	808	2336	690	2830	457	71	100797
	'52	1950	1367	4187	7997	15501	13756	377	3254	17387	4953	1159	16421	3538	4595	30666	577		257	771	2313	852	2836	465	75	71700
	'51	2868	1829	5743	10640	21080	17378	362	4418	22158	6986	1315	21943	4836	6132	41212	1141		538	1449	2823	1035	3920	222	60	95638
	'50	3057	2068	6655	11163	22943	26480	517	6367	33364	9677	1512	30224	6827	8454	56694	2241	295	255	2274	3982	1216	4449	317	84	128114
	'49	2670	1539	5994	11095	21298	20444	557	4392	25393	6734	1030	22908	4638	5641	40951	1858	518		2981	2866	1887	3630	348	543	102183
	'48	2020	1041	3441	7023	13525	11596	419	2300	14315	3821	658	15787	2481	3559	26306	3985	2729		2074	1438	1376	2407	366	426	68947
	'47	1744	832	3148	6215	11939	10647	285	1716	12648	3298	450	13559	2332	2552	22191	1069	1244		1484	1306	618	1746	450	142	54837
	'46	1046	643	2047	3990	7726	7791	167	1187	9145	1751	194	7358	1230	1346	11879	87	53		1465	1065	470	1018	52	42	33008
	'41	1918	933	3326	7247	13424	14710	242	1432	16384	4122	443	19480	3174	3438	30657				1465	1176	656	2413	317	16	66508
Kansas	'53	1892	1374	3689	8854	15809	17386	522	4226	22164	6640	1182	19847	4263	5450	37382	503		231	1050	2539	794	2182	404	69	83127
	'52	1603	1105	3602	6230	12540	11791	388	3001	15180	4746	1034	13140	3215	3955	26090	720		474	1618	2775	961	2244	462	108	63172
	'51	2096	1383	4244	7761	15484	13495	361	3735	17591	5968	1105	16723	3711	4876	32383	1006		786	1694	2740	916	3069	259	119	76047
	'50	2048	1353	4322	7618	15341	17829	461	4781	23071	7411	1081	22014	4610	6323	41439	1327	251	220	2030	3055	1118	3353	262	95	91572
	'49	2102	1167	3772	7654	14695	13332	661	3342	17335	5315	923	16944	3630	4491	31303	1055	357		2666	2341	1655	2677	261	415	74760
	'48	1611	786	2400	4587	9384	7221	372	1732	9325	2793	407	11381	2335	2878	19794	2425	1579		1715	1383	812	1732	255	566	48970
	'47	1356	617	2187	4037	8197	7426	215	1312	8953	2551	261	9547	2100	2320	16779	1029	1166		1192	1374	471	1202	362	139	40864
	'46	736	466	1421	2692	5315	5089	106	6555	5850	1261	113	5415	1213	1252	9254	35	27		1052	1040	330	687	8	37	23635
	'41	1436	887	2494	5117	9934	9610	238	1031	10879	3649	318	14713	2859	3443	24982				1092	1057	420	1225	184	3	49776
Kentucky	'53	1612	1069	3661	7531	13873	14733	279	2879	17891	5501	789	19214	3608	5020	34132	193		111	646	1929	673	2439	445	91	72423
	'52	1189	792	3002	5299	10282	9903	193	2042	12138	3528	742	12161	2518	3375	22324	331		305	797	1964	711	2169	574	121	51716
	'51	1595	1015	3536	6521	12667	12458	184	2343	14985	4358	822	15088	3198	4242	27708	458		538	761	1821	672	2760	349	113	62832
	'50	1698	1086	3469	6881	13134	16875	248	2593	19716	5967	848	20508	4398	5268	36989	848	115	198	1204	1991	781	3246	572	103	78897
	'49	1627	954	3260	7030	12871	12044	384	1936	14364	4274	676	14610	3169	3547	26276	617	184		1617	1500	1167	2198	538	265	61597
	'48	1368	725	2202	4613	8908	6930	332	1732	8994	2563	485	9975	2000	2425	17448	1429	706		1245	1012	784	1611	413	532	43082
	'47	1172	631	2235	4174	8212	7485	180	1081	8746	2390	431	8821	1925	2064	15631	795	636		919	945	378	1065	431	386	38144
	'46	758	489	1507	3030	5784	4888	108	659	5655	1277	171	5313	1056	1122	18939	95	39		882	843	349	576	39	90	23291
	'41	1288	661	2073	5250	9272	8324	152	763	9239	2874	415	11886	2398	2667	20240				616	647	682	1055	243	17	42011
Louisiana	'53	1590	1420	3152	8695	14857	16660	416	3120	20196	5316	997	22168	3339	5150	36970	250		162	438	1040	762	2530	337	113	77655
	'52	1218	1134	2758	5804	10914	10463	304	2002	12769	3408	794	12814	2460	3696	23172	487		427	446	1517	931	2513	489	185	53850
	'51	1473	1289	2876	6496	12134	11900	200	2410	14510	3826	900	14489	2686	4054	25955	613		626	559	916	662	2827	275	135	59212
	'50	1417	1304	3362	6474	12557	17536	367	4144	22047	6160	1157	20552	4004	5294	37167	1008	123	210	1020	1283	703	4459	462	192	81231
	'49	1379	894	3340	6443	12056	13536	605	3056	17197	4576	956	14823	2987	3897	27239	1053	216		1991	1361	1067	2867	498	275	65820
	'48	1201	676	2490	4659	9026	8649	390	1806	10845	2364	628	9416	1855	2570	16833	1528	793		1389	1151	717	1887	334	422	44925
	'47	916	387	2006	3221	6530	8269	322	1157	9748	2243	439	8337	1497	1734	14250	583	561		700	1026	391	1269	327	140	35525
	'46	460	343	1200	2463	4466	5207	153	751	6111	1013	176	4142	714	762	6807	28	19		522	836	276	647	9	26	19747
	'41	1027	528	2201	4575	8331	10974	303	1259	12536	3199	507	11266	1976	2429	19377				357	616	545	1547	189	6	43504
Maine	'53	674	584	1503	2841	5602	4137	152	1144	5433	1696	264	6007	1069	1534	10570	90		156	393	581	281	693	394	90	24283
	'52	403	402	1035	1880	3720	2756	137	685	3578	1144	262	3681	883	1092	7062	207		253	403	529	197	626	293	99	16967
	'51	591	524	1410	2637	5162	3481	127	995	4603	1709	357	4820	1260	1433	9579	291		373	442	628	245	839	206	99	22467
	'50	656	505	1437	2647	5245	5004	162	1363	6529	2188	461	6641	1633	2273	13196	502	97	50	719	819	338	1288	275	117	29175
	'49	576	496	1425	2680	5177	3178	157	758	4093	1736	394	4987	1434	1700	10251	423	112		772	673	448	835	238	118	23140
	'48	448	412	1117	1710	3687	2359	146	584	3089	1168	266	3408	920	1394	7156	378	156		656	603	519	698	154	202	17298
	'47	393	389	1189	1782	3753	2522	93	418	3033	1158	273	2560	827	1269	6087	384	288		492	501	292	502	220	138	15690
	'46	270	231	714	1000	2215	1454	35	188	1677	547	109	1372	416	701	3145	21	14		467	456	171	275		32	8473
	'41	528	377	1069	2324	4298	2859	86	326	3271	1453	365	4816	1565	2189	10388				594	478	376	463	170	5	20043
Maryland	'53	2247	1740	4219	9744	17950	18593	651	4200	23444	6483	1049	22534	4120	5940	40126	297		242	1077	1901	1130	2303	711	313	89494
	'52	1718	1390	3882	7413	14403	12361	452	2672	15485	4024	932	14577	3167	3956	26656	729		995	1761	2395	1123	2267	654	363	66831
	'51	2336	1552	4559	9039	17486	13563	441	3252	17256	5026	995	17764	3923	4737	32445	673		1398	1844	2232	1101	2955	339	344	78073
	'50	2224	1494	4399	8964	17081	18060	551	4880	23491	6703	1095	22498	5192	6225	41713	1009	116	291	1813	2181	1242	3652	412	226	93227
	'49	1846	1516	3728	8426	15516	11213	514	2191	13918	4998	933	16502	4226	3995	30654	834	172		2109	1804	1576	2749	402	251	69985
	'48	1564	1267	3141	5466	11438	6847	336	1569	8752	3364	806	12582	2443	3463	22658	1537	594		1746	1759	1050	2337	297	594	52762
	'47	1251	992	3298	5150	10691	7074	322	1178	8574	3675	800	11245	2667	3245	21632	709	588		1188	1670	591	1653	378	360	48034
	'46	950	676	1864	3526	7016	3783	110	465	4358	1811	343	5876	1293	1814	11137	33	16		908	1338	567	871	43	22	26309
	'41	2369	1281	3300	8225	15175	6873	149	618	7640	4340	879	14617	3469	4527	27832				731	1171	1407	1988	588	47	56579
Massachusetts	'53	4742	4165	9124	17541	35572	28287	1107	7743	37137	12245	2465	32882	10057	11751	69400	504		500	1888	5416	1773	4561	1240	1536	159527
	'52	3140	3371	7655	13878	28044	18574	827	4726	24127	8071	2145	21134	7243	7553	46146	904		1052	1869	4643	1572	4403	1034	1401	115195
	'51	4159	3964	8716	16312	33151	21025	732	6024	27781	10278	2536	26521	9837	9340	58512	1131		1246	2605	4358	1612	5443	726	1078	137643
	'50	4254	3717	8634	16469	33074	27718	889	7974	36581	13903	2935	31497	13352	12423	74110	1803	225	372	3614	5160	1758	8119	1066	472	166815
	'49	3787	3578	8293	15722	31380	19260	985	4806	25051	11718	2422	23842	10841	10393	59216	1229	219		2903	4181	2505	5124	700	780	133288
	'48	2946	2785	6898	10251	22880	11782	1038	4500	17320	8273	2210	16891	7598	8285	43257	2076	794		3123	4085	2349	4076	587	1697	102244
	'47	2787	2426	6957	9921	22091	13722	834	3676	18232	8678	2069	15737	8489	7554	42527	1522	1023		2591	3893	1693	2825	575	475	97447
	'46	2513	2079	4760	7694	17046	10119	461	1963	12543	5463	1148	8076	4801	4796	24284	82	49		2557	3228	1491	1732	69	107	63188
	'41	4274	3327	7913	18132	33646	15855	735	2981	18671	10836	2762	23158	12252	12221	61279				2371	2309	3246	3441	560	130	125603
Michigan	'53	8976	7809	18951	36092	71828	100788	3067	19583	123438	35307	8329	99768	22286	30905	196595	1722		583	4820	9293	4858	8126	1723	468	423454
	'52	6016	5086	14317	26132	51551	62797	2209	12295	77301	22231	7177	61751	15470	21354	127983	2963		1590	4440	8866	3705	7389	1563	491	287842
	'51	7836	6248	17626	32644	64354	72768	1616	14891	89275	26719	7545	76644	18630	25747	155285	3483		3171	5885	8264	3560	9270	686	546	343779
	'50	7781	6462	16614	32116	62973	94148	2205	20540	116893	35057	7593	106230	25653	33121	207654	7397	795	1236	8802	8618	3371	11159	1036	387	430321
	'49	6664	6317	14902	30259	58142	66253	1767	12192	80212	26314	5494	74207	18791	24630	149436	3397	989		7382	7393	5132	7651	885	802	321421
	'48	6171	5169	13593	20062	44995	39402	2101	10494	51997	21845	5000	49995	15219	20306	112365	7992	4085		9001	6833	5786	5168	1130	1501	2508[illegible]3
	'47	6406	4869	14694	19684	45653	45961	1547	9897	57405	20762	4913	48261	15672	21091	110699	5007	4130		7417	7197	3498	3877	1269	82	2469[illegible]3
	'46	4327	3495	9373	13789	30984	28270	852	6191	35313	12084	2129	22145	7964	11727	56049	399	186		6921	5769	2996	2223	145	130	1411[illegible]5
	'41	7744	4894	14564	27190	54392	50605	1059	7717	59381	23743	4018	56496	14470	25735	124482				6594	5240	3783	3792	1013	56	2587[illegible]3

—Figures compiled by R. L. Polk & C[illegible]

(Continued on Page 48)

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444 MADISON AVENUE, NEW YORK 22

(Continued from Page 46)

New Passenger Car Registrations by Makes in States from 1941 Through 1953

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Minnesota	'53	3184	2570	5272	13482	24508	24658	606	5671	30935	9818	1541	31291	6702	8325	57677	543		106	1382	2548	1524	3486	676	276	123661
	'52	2569	2055	5083	9992	19699	17058	440	4032	21530	6917	1466	20321	4686	6003	39393	875		377	1285	2533	1422	3925	437	122	91598
	'51	3705	2643	6597	13134	26079	20249	470	4924	25643	8149	1668	24472	5408	7197	46894	1503		730	2017	2755	1597	4778	312	108	112416
	'50	3810	2628	7079	13502	27019	28891	596	6711	36198	12807	1751	33144	8132	10440	66274	3310	633	305	3918	4944	2300	7492	457	353	153203
	'49	3315	1951	5674	12890	23830	18030	621	4034	22686	7029	1214	23116	5392	6365	43116	2060	468		3909	3502	2502	4737	377	248	107435
	'48	2793	1296	4206	8691	16986	11173	410	2264	13847	4881	754	17181	3260	4434	30510	3218	1705		2252	2285	1362	3274	436	906	26781
	'47	2180	1067	3555	6768	13570	10506	284	2016	12806	4096	618	14118	2809	3455	25096	1021	855		1603	2004	781	2202	387	242	60567
	'46	1360	848	2529	4968	9705	8550	167	1443	10160	1980	267	6902	1409	1857	12415	54	31		1353	1716	564	1230	44	53	37325
	'41	2951	1525	3298	9193	16967	15262	321	1880	17463	5444	702	20804	3793	4754	35497				1081	2104	993	2669	255	9	77038
Mississippi	'53	1017	639	1804	5467	8927	9620	226	2114	11960	3461	578	12674	1819	2885	21417	73		57	343	545	323	1258	224	49	45176
	'52	835	501	1547	3746	6629	6321	194	1485	8000	2605	506	8186	1447	2171	14915	239		247	365	829	474	1540	329	114	33681
	'51	1146	679	2000	4896	8721	7854	184	1917	9955	3439	627	10445	1842	2785	19138	364		538	366	668	400	1990	179	67	42386
	'50	1028	716	1997	4888	8629	10975	249	2324	13548	4712	676	12819	2272	3462	23941	450	50	125	446	827	337	2109	253	82	50797
	'49	1016	550	2037	4610	8213	8138	343	1620	10101	2945	543	9394	1629	2452	16963	389	122		941	989	539	1406	306	194	40163
	'48	883	337	1208	3325	5753	5466	269	1122	6857	1553	328	6648	964	1544	11037	870	418		816	710	380	912	161	328	28242
	'47	862	290	1117	3018	5287	6427	164	872	7463	1689	215	6366	843	1219	10332	473	328		517	765	242	654	200	121	26382
	'46	383	187	709	1858	3137	3858	66	455	4379	791	56	2972	395	498	4712	32	20		388	580	161	314	16	44	13783
	'41	521	170	983	2499	4173	7693	163	682	8538	2303	181	8042	1075	1516	13117				170	259	229	350	90	5	26931
Missouri	'53	3310	3427	6884	20212	33833	33119	884	7657	41660	11273	2214	39451	8309	10064	71311	462		276	1038	4870	1670	4058	636	157	159971
	'52	2234	2127	5118	11079	20558	18703	500	4075	23278	6635	1652	22202	4582	5717	40786	620		609	1100	4432	1493	3131	585	196	96788
	'51	3786	3307	7074	17723	31890	25036	605	6893	32534	9370	2162	33588	6503	8326	59949	1105		931	1621	5543	1532	4599	468	225	140397
	'50	3549	3053	7195	17688	31485	34816	829	9398	45043	12550	2349	43572	8642	10934	78047	1767	275	249	2274	6571	1761	5935	801	186	174394
	'49	3192	2395	6468	15265	27320	23969	878	5142	29989	8480	1802	32981	6191	7375	56829	1468	350		3319	4291	2390	4140	710	463	131269
	'48	2577	1722	4982	9692	18973	14574	593	3057	18224	5626	1182	24725	4425	5110	41068	2927	1441		2547	2413	1424	2874	607	768	93266
	'47	2326	1528	4807	8431	17092	15393	485	2549	18427	5493	1134	23291	4525	4329	38772	1205	1036		1964	2467	942	1984	661	355	84905
	'46	1399	1190	3139	6552	12280	10087	263	1629	11979	2730	415	11469	2384	2387	19385	64	28		1581	2237	759	1161	44	88	49606
Montana	'53	589	465	1210	2383	4647	4977	200	1283	6460	1831	460	5795	1601	1269	10956	121		31	573	510	353	838	347	33	24869
	'52	551	420	1081	1913	3965	3474	140	996	4610	1532	428	4310	1182	1162	8614	211		106	579	456	275	911	402	31	20160
	'51	787	458	1354	2346	4945	4192	130	1142	5464	1903	444	5439	1496	1547	10829	242		166	778	483	359	1131	313	25	24735
	'50	693	471	1411	2457	5032	5530	194	1430	7154	2601	490	7561	1880	1974	14506	355	59	63	962	768	353	1699	265	33	31249
	'49	652	456	1291	2178	4577	3684	229	977	4890	1576	366	5200	1312	1405	9859	322	133		1038	813	537	1231	230	51	23681
	'48	586	354	1112	1629	3681	2743	130	739	3612	1093	222	3549	930	951	6745	814	506		537	593	376	930	165	55	18014
	'47	534	307	986	1531	3358	2322	110	773	3205	929	136	3426	775	536	5802	490	348		508	536	230	606	174	43	15300
	'46	252	163	510	773	1698	1386	33	364	1783	390	43	1530	356	209	2528	25	23		283	316	104	241	2	12	7015
	'41	794	285	879	1748	3706	3008	75	532	3615	1211	149	4594	1069	723	7746				401	583	222	769	98	2	17142
Nebraska	'53	1521	778	2166	5774	10239	12798	384	2968	16150	4798	894	14921	3016	4179	27808	185		133	461	974	441	1562	285	40	58278
	'52	1239	672	2030	4406	8347	9088	290	1891	11269	3489	829	10298	2059	2951	19626	321		154	552	1168	457	1648	313	52	43907
	'51	1822	895	2601	6173	11491	10120	263	2764	13147	4762	952	12260	2654	3932	24560	512		267	995	1187	707	2306	262	76	55510
	'50	1912	940	3039	6070	11961	13948	353	3379	17680	5903	891	16295	3429	4966	31484	728	86	110	940	1383	704	2632	214	42	67964
	'49	1651	633	2658	6153	11095	10506	345	1994	12845	3911	671	11200	2056	3193	21031	667	220		1077	997	889	1917	229	138	51105
	'48	1256	501	1610	4096	7463	6375	229	1199	7803	1921	308	7948	1158	2043	13378	1736	949		1014	687	533	1232	257	182	35234
	'47	1158	398	1413	3539	6508	6186	134	779	7099	1596	242	6594	1069	1528	11029	654	711		603	577	291	855	242	85	28654
	'46	548	299	948	2270	4065	4191	86	602	4879	787	82	3735	548	798	5950	50	18		534	557	215	475	15	28	16786
	'41	945	360	1251	3173	5729	7880	160	839	8879	2211	272	9823	1312	1840	15458				430	488	342	1039	83	4	32452
Nevada	'53	273	201	400	762	1636	1362	99	466	1927	521	202	1564	442	491	3220	12		5	101	157	159	399	109	121	7846
	'52	241	123	392	547	1303	812	58	345	1215	390	173	996	313	355	2227	26		13	117	161	157	396	88	91	5794
	'51	295	135	336	612	1378	844	43	346	1233	489	187	1152	359	476	2663	36		27	157	96	188	319	58	18	6173
	'50	267	165	252	581	1265	1102	99	498	1699	692	267	1636	347	547	3489	61		16	192	225	167	478	76	4	7672
	'49	242	162	271	676	1351	834	121	405	1360	497	246	1227	385	509	2864	33	23		182	190	174	389	31	10	6607
	'48	252	158	317	525	1252	581	85	318	984	367	152	687	180	307	1693	154	117		151	122	157	359	27	12	5028
	'47	226	153	264	536	1179	675	59	288	1022	384	170	672	150	268	1644	101	97		95	116	96	182	31	34	4597
	'46	143	97	193	280	713	310	12	66	388	129	61	285	65	141	681	4	6		99	53	75	81	3	2	2105
	'41	282	200	259	565	1306	523	41	130	694	347	150	898	168	288	1851				89	88	156	180	31	3	4398
New Hampshire	'53	466	319	1099	1809	3693	3116	113	728	3957	1156	216	4243	836	1306	7757	77		72	422	573	181	509	328	111	17680
	'52	321	240	847	1386	2794	2289	108	491	2888	909	207	2976	705	984	5781	223		176	377	594	210	563	290	199	14095
	'51	392	247	966	1597	3202	2547	70	663	3280	1143	223	3656	853	1145	7020	242		271	424	577	220	679	198	113	16226
	'50	439	273	1005	1559	3276	3431	99	809	4339	1513	267	4325	1133	1482	8720	267	48	47	477	658	240	742	210	130	19154
	'49	375	270	1083	1758	3486	2387	95	482	2964	1194	195	3131	844	1116	6480	195	32		389	499	300	563	146	108	15162
	'48	278	244	774	1116	2412	1334	83	342	1759	765	146	2109	578	765	4363	253	107		337	394	268	380	80	186	10539
	'47	283	263	829	1261	2636	1561	76	301	1938	714	147	2148	640	730	4379	177	121		348	476	215	314	118	68	10790
	'46	180	139	382	650	1351	788	14	102	904	381	63	949	319	378	2090	13	10		223	281	116	99	1	11	5099
	'41	314	241	693	1590	2838	2077	74	296	2447	1112	176	3277	915	1132	6612				352	224	337	334	119	7	13270
New Jersey	'53	8141	5518	11121	21340	46120	38680	1484	12199	52363	15239	4207	43351	10298	16014	89109	786		460	3130	5516	3820	6261	2090	1418	211073
	'52	4842	3642	9390	14279	32153	25199	1052	7148	33399	10974	3799	27130	7804	10406	60113	1771		1309	3464	4670	3320	5459	1837	1441	148936
	'51	5966	4221	12936	18056	41179	27193	952	8963	37108	13887	4031	33468	10036	13126	74548	2514		2874	4076	4729	3111	6787	1262	1145	179333
	'50	6103	4163	11979	18291	40536	32995	1279	12700	46974	18840	3833	40700	13924	16981	94278	2945	352	662	4915	5248	3171	8978	1576	1150	210785
	'49	5389	3926	10686	17689	37690	21655	1221	5769	28645	15597	3571	30927	10059	15512	75666	1474	289		4944	3951	3821	6957	1371	1034	165842
	'48	4150	2900	8632	10903	26585	11345	1583	5666	18594	9024	2540	20434	6278	10543	48819	3601	1560		3873	3457	3143	4401	614	2298	116945
	'47	3218	2387	8223	9721	23549	13655	1236	4440	19331	10033	2416	18299	6936	9775	47459	1769	1656		2648	3298	2226	3141	700	808	106585
	'46	2635	1894	5770	6863	17162	8225	548	2365	11138	5454	1172	9844	3938	5804	26212	92	44		2141	2933	1905	1966	57	134	63784
	'41	6303	3623	9255	16977	36158	15862	915	2949	19726	12147	3007	25923	9457	14410	64944				2542	3043	3473	3958	708	32	134584
New Mexico	'53	627	327	893	2063	3910	3897	207	1267	5371	1957	350	5158	1081	1507	10053	66		31	253	339	194	764	198	69	21248
	'52	437	325	809	1456	3027	2398	155	941	3494	1481	317	2902	793	1016	6509	54		50	302	466	284	865	277	134	15462
	'51	573	340	895	1721	3529	2811	131	1101	4043	1875	309	3782	993	1375	8334	129		125	374	442	253	1026	186	71	18512
	'50	575	321	974	1714	3584	3912	164	1629	5705	2481	301	4947	1140	1664	10533	254	37	34	449	584	301	1419	262	127	23289
	'49	549	235	881	1638	3303	3016	223	1046	4285	1631	246	3465	778	957	7077	204	84		592	591	400	799	123	113	17571
	'48	443	180	611	983	2217	1755	127	458	2340	696	135	2256	470	565	4122	549	289		311	331	189	353	56	140	10897
	'47	342	155	493	841	1831	1687	67	272	2026	646	103	2017	429	394	3579	315	251		232	282	97	274	65	17	8969
	'46	167	120	354	623	1264	980	32	223	1235	303	48	930	208	181	1670	17	10		138	175	75	90	2	9	4685
	'41	438	143	533	1029	2143	1995	76	448	2519	788	117	2829	610	546	4890				122	166	120	267	16	1	10244
New York	'53	19751	16636	33559	50040	119986	75319	3279	24449	103047	41579	9950	96120	27752	35413	210814	1944		1183	6062	12099	7603	12818	5005	4471	485032
	'52	11143	10612	26083	33848	81686	49219	2636	14423	66278	28640	9189	60339	19744	23156	141068	4053		2794	7330	12198	6695	11686	4286	3970	342044
	'51	14286	13537	32220	42548	102591	59282	2360	18164	79806	36106	10488	76330	26366	29953	179243	5236		5124	7996	11728	6780	15264	2890	4062	420720
	'50	15226	14297	32513	46927	108963	80110	2992	26412	109514	50401	12536	104415	39355	41517	248224	8027	1246	1181	12063	14879	7823	20458	3947	5870	542195
	'49	12693	12141	29588	44592	99014	51662	2972	13248	67882	38229	10222	75644	28990	34601	187686	5401	1066		10612	11898	10574	16166	2669	2666	415634
	'48	10958	11272	25873	30315	78418	36091	3826	13073	52990	28361	8845	56260	20884	25131	139481	8994	4475		10412	10392	10984	12754	2060	7294	338254
	'47	9831	11537	25285	28065	74718	40350	3116	10599	54065	30784	8069	49258	22339	22483	132933	4456	4424		7480	11028	6547	9185	2288	1586	308710
	'46	8275	8434	16495	20519	53723	23875	1260	5306	30441	15922	3931	26468	11769	13686	71776	318	186		6507	9190	4853	5322	271	483	183070
	'41	16477	10641	22549	44284	93951	35100	1975	6034	43109	33545	9022	64678	25634	30992	163871				4817	5998	8869	8257	1625	1233	331730

—Figures compiled by R. L. Polk & Co.

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CHARLIE BONNER, AUTOMOTIVE EDITOR

(Continued from Page 48)

New Passenger Car Registrations by Makes in States from 1941 Through 1953

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
North Carolina	'53	2452	2061	4946	11460	20919	22136	649	5478	28263	9234	1533	28518	5367	8037	52689	258		192	819	1564	1314	2890	1240	216	110364
	'52	1633	1488	4042	7845	15008	14623	490	3510	18623	6097	1413	17735	3856	5483	34584	657		752	1016	1869	1206	3038	1244	402	78399
	'51	2080	1818	5210	9933	19041	19043	455	4794	24292	7831	1503	21930	4806	6874	42944	996		1796	1378	1978	1170	3894	383	467	98339
	'50	1921	1827	5326	9455	18529	25560	573	6511	32644	10280	1479	28943	6314	8431	55447	1613	184	434	1638	2222	1194	4512	612	448	119477
	'49	1722	1487	4917	9546	17672	20021	861	4403	25285	6846	1174	20597	4560	5835	39012	907	268		2099	1787	1912	3556	681	335	93514
	'48	1231	1029	3142	5567	10969	10410	504	2241	13155	3861	771	13551	2458	3964	24605	1877	996		1899	1403	1061	2506	514	599	59584
	'47	1092	808	3142	4966	10008	11657	302	1706	13665	3259	664	12548	2584	3788	22843	1230	1050		1338	1319	668	1819	502	314	54756
	'46	670	592	1943	3466	6671	7468	140	1115	8723	1616	247	6452	1195	1976	11486	60	26		1240	997	434	873	65	73	30648
	'41	1781	808	2917	8141	13737	14811	326	1726	16863	4245	643	17154	3123	4968	30133				1228	580	797	1950	433	6	65727
North Dakota	'53	739	459	1036	2932	5166	5335	156	1054	6545	1594	302	6370	1003	1304	10573	55		13	230	531	208	668	80	6	24075
	'52	596	378	960	2274	4208	3764	101	744	4609	1290	312	4055	726	1003	7386	103		28	279	403	259	694	112	10	18091
	'51	775	566	1119	2858	5318	4481	88	974	5543	1606	270	5488	970	1409	9743	237		104	425	463	338	919	113	10	23213
	'50	787	565	1123	2920	5395	5964	82	921	6967	1849	253	6820	1307	1811	12040	406	44	63	458	564	333	1124	127	28	27549
	'49	741	448	1081	2932	5202	4450	136	795	5381	1271	174	5420	801	1193	8859	479	173		613	649	462	982	80	25	22905
	'48	479	302	570	1870	3221	2456	59	410	2925	633	95	2907	467	676	4778	604	341		337	345	118	578		112	13359
	'47	464	175	466	1706	2811	2554	28	368	2950	565	58	2762	446	510	4341	312	362		219	278	95	410	87	29	11894
	'46	181	130	313	910	1534	1776	15	225	2046	225	18	1127	160	213	1743	3	3		178	265	57	194	8	15	6046
	'41	269	215	532	1731	2747	3557	40	345	3942	641	48	4074	493	550	5806				112	390	50	437	135	2	13621
Ohio	'53	10524	8091	20692	36352	75659	68013	2203	17575	87791	28874	6220	83136	17969	25088	161287	1689		695	4634	8327	5072	9921	3187	794	359056
	'52	7734	5948	16631	26943	57256	43393	1648	10591	55632	18811	5519	55266	13164	16535	109295	2802		1766	5010	8190	4426	9398	2878	793	257446
	'51	9754	7369	20418	33318	70859	54008	1502	13338	68848	23700	6046	68195	16565	21683	136189	3733		3402	6327	7526	4253	12042	1615	812	315606
	'50	9843	7322	19336	33090	69591	71387	1964	17984	91335	31940	5616	92257	22043	27088	178944	5922	785	956	8424	9642	4910	15014	2102	764	388389
	'49	8661	6729	17222	33403	66015	47515	1920	10885	60320	24230	4582	69344	16937	19949	135042	4074	975		8271	8421	6284	10439	1878	1116	302830
	'48	6768	5602	13943	22151	48464	28204	1748	8477	38429	16574	3470	47317	11135	15462	93958	6448	3283		7267	6637	4303	7537	1681	2241	220248
	'47	6194	5134	14832	21416	47576	33311	1308	7546	42165	18281	3238	45083	12361	15417	94380	3401	3063		5628	6845	2862	6145	1973	1321	215359
	'46	4607	3922	9593	14720	32842	19625	587	3812	24024	9358	1425	24013	6369	8482	49647	227	123		5293	6263	2201	3311	471	287	124689
	'41	10115	7265	15632	34282	67294	36276	945	5231	42452	21773	3293	60070	15561	20802	121499				5461	6448	4031	7017	1611	221	256034
Oklahoma	'53	1345	1330	2731	7948	13354	18302	488	4342	23132	5915	1044	20658	4282	5207	37106	101		41	465	1362	578	1865	246	86	78336
	'52	110	1050	2958	5780	10908	12127	332	2531	14990	3907	898	13346	3010	3527	24688	148		146	713	1593	575	1716	295	190	55962
	'51	1505	1464	3350	7448	13767	13809	318	3506	17633	4931	1116	17453	3488	4357	31345	317		394	788	1579	578	2383	207	121	69112
	'50	1654	1415	3787	7668	14524	18932	452	5280	24664	7542	1188	23375	4803	6021	42929	537	97	91	1213	2212	777	3132	350	65	90591
	'49	1526	1052	3274	6933	12785	12456	522	3303	16281	4508	897	16543	3102	4135	29185	434	178		1298	1609	1020	2145	402	226	65563
	'48	1317	804	2180	4441	8742	7535	351	1749	9635	2377	591	11657	1906	2757	19288	1230	733		1324	1235	785	1379	343	248	44942
	'47	1160	642	2102	3576	7480	7699	267	1193	9159	2329	463	10324	1783	2203	17102	776	646		855	1179	484	961	356	121	39119
	'46	673	517	1421	2844	5455	6144	151	876	7171	1180	242	5738	896	1142	9198	57	20		757	963	310	517	17	45	24510
	'41	1239	617	2142	3833	7931	11242	272	1111	12625	3012	509	13557	2581	3193	22852				574	652	493	1050	144	5	46226
Oregon	'53	1414	1381	2780	5878	11453	12307	495	3100	15902	4155	1119	13536	3854	3728	26392	348		145	886	1713	728	1879	843	569	60858
	'52	1446	1161	2456	4578	9641	8478	348	2508	11334	3594	957	10400	2771	2988	20710	711		334	1303	2276	1125	2134	992	655	51215
	'51	1977	1374	2961	5183	11495	9054	302	3115	12471	4490	935	12357	3160	3658	24600	776		632	1380	2097	1011	2710	652	622	58446
	'50	1942	1493	2986	5689	12110	12766	413	3478	16657	5831	983	16836	4049	4697	32396	1298	192	205	1590	2376	956	3335	600	546	72261
	'49	1482	1422	3029	5584	11517	8335	435	2282	11052	4026	722	12554	2967	3328	23597	662	150		1627	1791	1254	2724	403	435	55212
	'48	1175	1074	2187	3515	7951	5190	353	1612	7155	2715	449	8265	1803	2366	15598	1391	913		1230	1165	1003	2444	226	579	39655
	'47	1039	933	2002	3029	7003	5868	247	1108	7223	2771	333	7159	1719	2218	14200	637	754		895	1121	476	1337	259	216	34121
	'46	756	671	1412	1569	4408	2513	74	447	3034	1315	149	3537	947	1258	7206	28	26		773	901	334	798	6	6	17520
	'41	2097	1303	2642	4411	10453	4838	216	748	5802	3667	395	10006	2376	3319	19763				854	1532	732	1984	420	18	41558
Pennsylvania	'53	12138	10690	23112	50424	96364	76113	2330	17904	96347	32431	6108	94335	21419	25770	180063	2117		1028	5260	9909	6956	10442	3394	1177	413057
	'52	8677	7758	19282	36553	72270	51770	1803	11493	65066	22306	5398	62123	15895	17648	123370	3708		2570	5578	9925	5682	10444	3082	1172	302867
	'51	11770	9647	24294	47562	93273	58117	1723	14706	74546	27617	5952	73210	19618	23140	149537	4499		4705	7338	10642	5715	13276	2513	1266	367310
	'50	11843	9412	22516	45551	89322	74265	2177	19164	95606	35801	6389	92405	25906	29610	190111	7644	1060	1218	9278	12948	6429	17570	2954	895	435035
	'49	10580	8778	20301	44654	84313	46052	2577	11406	60035	26716	5012	69019	19892	20948	141587	5123	1145		8246	9976	8266	14649	2153	953	336446
	'48	9438	7518	18669	30922	66547	28195	2164	9465	39824	18270	4011	49375	13572	16758	101986	6722	3145		8099	8939	7123	11795	1414	2170	257764
	'47	8025	6332	17877	27721	59955	30487	1417	7674	39578	18894	3604	41579	14464	15451	93992	3348	2662		5886	8337	4029	8735	1299	912	228733
	'46	6290	4824	12022	18524	41660	18291	699	3391	22381	10132	1699	23314	7823	8371	51339	271	140		5521	7523	3281	5287	125	167	137695
	'41	14520	8718	18484	42475	84197	34592	1259	4745	40596	23956	4376	61174	19283	22956	131745				5291	6817	7022	10890	2363	364	289285
Rhode Island	'53	898	686	1880	3012	6476	4904	154	1246	6304	1884	455	5710	1550	1766	11365	119		102	474	1072	385	979	162	290	27728
	'52	573	507	1381	2116	4577	3360	128	871	4359	1243	458	4010	1147	1118	7976	224		204	401	835	315	762	137	237	20027
	'51	805	620	1596	2589	5610	4140	119	1081	5340	1636	575	5008	1612	1505	10336	253		248	402	843	341	887	99	157	24516
	'50	839	771	1860	3135	6605	5851	180	1617	7648	2328	567	6865	2404	2105	14269	469	71	86	609	1041	409	1311	178	188	32884
	'49	738	599	1640	2926	5903	3152	197	881	4230	1906	518	4809	1986	1610	10829	295	66		583	762	434	1111	151	99	24463
	'48	618	483	1293	2088	4482	2051	199	734	2984	1428	355	3760	1336	1382	8261	438	211		681	985	324	1106	110	234	19816
	'47	516	395	1184	1936	4031	2135	167	553	2855	1552	369	3359	1497	1469	8246	309	216		475	920	263	683	171	92	18261
	'46	386	256	794	1261	2697	1281	84	334	1699	747	162	1626	702	762	3999	18	10		454	622	205	307	17	24	10052
	'41	821	470	1257	3254	5802	2531	115	445	3091	1822	444	4722	1904	1976	10868				426	650	519	717	239	25	22337
South Carolina	'53	979	853	2564	5543	9939	11231	343	2620	14194	4178	654	15436	2583	3507	26358	106		114	462	725	576	1275	378	124	54251
	'52	728	687	2111	3591	7117	7515	204	1532	9251	2899	650	8528	1952	2534	16563	283		440	554	1094	528	1292	389	278	37789
	'51	863	902	2716	4856	9337	9513	248	2104	11865	3750	806	12072	2484	3234	22346	322		742	658	1105	548	1759	172	284	49138
	'50	824	884	2733	4343	8784	12764	298	2960	16022	4857	790	15386	3138	3778	27949	307	25	128	766	1282	446	1926	244	194	58073
	'49	809	704	2475	4471	8459	9997	342	1852	12191	3028	618	11545	2103	2443	19737	222	60		1037	1148	708	1450	308	223	45543
	'48	634	481	1566	2853	5534	6104	253	1058	7415	1813	366	7805	1299	1943	13226	661	226		926	730	411	973	243	254	30599
	'47	550	423	1498	2598	5069	6533	198	1016	7747	1598	291	7240	1238	1699	12066	539	362		788	731	312	693	214	184	28705
	'46	354	304	937	1782	3377	4212	83	587	4882	787	128	4001	597	829	6342	51	28		722	541	245	372	1	74	16635
	'41	866	451	1467	4237	7021	8608	168	963	9739	2270	297	9827	1710	2336	16440				864	253	508	677	103	6	35611
South Dakota	'53	529	378	1115	2447	4469	4415	148	1070	5633	1602	269	5713	1073	1108	9765	68		19	213	408	242	623	146	12	21598
	'52	473	370	978	2086	3907	3261	127	837	4225	1268	288	3992	855	1014	7417	129		73	247	415	308	742	200	15	17678
	'51	646	460	1249	2486	4841	3883	121	1111	5115	1719	287	4882	1133	1349	9370	308		200	525	544	433	943	120	4	22403
	'50	619	453	1334	2555	4961	5188	114	1425	6727	2314	326	6676	1423	1825	12564	555	86	66	692	815	453	1096	118	25	28158
	'49	703	340	1198	2533	4774	3742	220	962	4924	1517	213	4589	1028	1290	8637	466	234		744	677	682	875	134	68	22215
	'48	482	227	753	1713	3175	1982	84	503	2569	829	103	3039	607	764	5342	1004	560		383	343	265	482	107	108	14338
	'47	443	158	675	1441	2717	1845	45	317	2207	590	66	2401	465	434	3956	389	438		216	307	99	316	133	30	10808
	'46	207	121	414	866	1608	1554	21	210	1785	306	26	1335	222	225	2114	28	9		221	258	72	167		19	6281
	'41	366	146	698	1350	2560	3007	44	325	3376	709	67	3721	670	452	5619				117	291	57	363	68		12451
Tennessee	'53	1713	1678	4694	10832	18917	18119	404	3701	22224	7206	1117	22850	3912	5873	40958	187		203	685	1465	758	2296	512	164	88369
	'52	1233	1171	3559	6708	12671	11257	256	2110	13623	4524	965	13882	2631	4002	26004	350		496	856	1509	732	2332	482	371	59426
	'51	1518	1349	3908	8184	14959	13704	257	2500	16461	5494	959	17063	3030	4868	31414	499		572	1042	1466	762	3010	364	375	70924
	'50	1807	1676	5014	9527	18027	21643	370	3930	25943	9825	1171	25952	5400	7127	49475	1003	158	173	1514	2156	865	4541	794	498	105144
	'49	1720	1324	4406	8808	16258	16213	535	2611	19359	4899	988	18964	3701	4766	33318	785	214		2039	1521	1135	2937	733	551	78850
	'48	1426	926	2997	6250	11599	11016	393	2149	13558	3388	694	14830	2421	3548	24881	1463	598		1982	1605	845	2295	473	842	60141
	'47	1570	908	3486	5847	11811	12727	321	2094	15142	3809	699	13710	2521	3447	24186	867	572		1379	1854	715	1911	657	638	59732
	'46	770	574	1822	4207	7373	7365	164	1098	8627	1517	265	6986	988	1309	11065	100	47		904	1239	412	776	36	110	30689
	'41	1483	850	3078	6590	12001	11720	231	1159	13110	3520	556	16892	2366	2843	26177				637	1103	784	1848	414	41	56115

—Figures compiled by R. L. Polk & Co

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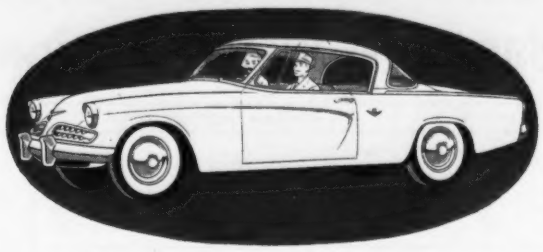

It will be my constant aim to make the slogan "Studebaker, America's Friendliest Factory" a living, inspiring reality. I shall not be satisfied with anything short of having the Studebaker franchise recognized as the most respected in the industry.

C. K. WHITTAKER
VICE PRESIDENT IN CHARGE OF SALES
THE STUDEBAKER CORPORATION

Studebaker

THE GREAT INDEPENDENT ★ PIONEER AND PACEMAKER

(Continued from Page 50)

New Passenger Car Registrations by Makes in States from 1941 Through 1953

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Texas	'53	6926	4242	14476	31419	57063	69953	2384	18405	90742	26323	5474	82202	18175	20572	152746	1000		349	1783	4750	2742	8380	1115	704	321374
	'52	6238	4000	14021	22949	47208	45198	1906	12213	59317	19600	5097	50337	13790	15542	104366	1500		1300	3053	6402	3426	9005	1624	1486	238687
	'51	7922	4908	15245	29403	57478	54524	1696	15938	72158	24650	5558	64714	15584	19995	130501	1730		1629	3284	5228	2913	12227	1114	673	288935
	'50	7182	4547	17381	28238	57348	74174	2340	25462	101976	32598	5761	86935	19683	23999	168976	3017	374	449	5075	7420	2982	16244	1612	757	366050
	'49	6500	3445	14698	25665	50308	45704	2822	12131	60657	17843	3734	55314	11620	13603	102114	2012	752		6076	5425	3666	9425	1794	1608	243837
	'48	5046	2739	9768	17885	35438	28160	1601	6424	36185	9919	2448	39127	7272	9214	67980	4605	2892		4925	4066	2758	5999	1057	2474	168379
	'47	4210	2030	8882	13692	28814	29722	1091	4610	35423	9456	1965	32449	6071	7160	57101	2331	1931		3423	3800	1647	3803	1138	369	139780
	'46	2550	1613	5742	10596	20501	21608	580	3062	25250	5215	888	18413	3520	4190	32226	155	98		2739	3378	1320	2188	84	130	88069
	'41	4974	2033	10073	17349	34429	40446	954	4362	45752	14258	2423	47649	9338	9409	83077				2071	1866	2190	4405	511	13	174314
Utah	'53	633	572	1122	1757	4084	4089	179	1353	5621	1741	361	4600	1434	1491	9627	179		37	400	619	328	615	286	88	21884
	'52	476	394	949	1474	3293	3215	129	1047	4391	1377	352	3475	960	1245	7409	260		87	503	634	366	780	313	154	18190
	'51	631	490	1070	1740	3931	3666	113	1204	4983	1907	401	4386	1124	1653	9471	282		130	774	683	299	1162	137	71	21923
	'50	635	520	1059	1927	4141	4782	134	1299	6215	2824	423	5808	1528	2029	12612	479	84	57	1120	906	354	1479	146	77	27670
	'49	601	562	1088	2085	4336	3387	117	877	4441	1586	314	4056	967	1423	8346	355	103		1190	766	398	1198	122	111	21366
	'48	482	377	848	1304	3011	2076	125	598	2799	895	175	2509	554	950	5083	539	314		476	486	248	688	41	189	13874
	'47	432	292	794	1193	2711	2154	81	539	2774	942	153	2411	599	703	4838	211	194		338	499	173	410	101	29	12278
	'46	196	221	517	641	1575	1098	46	301	1445	416	61	1178	278	350	2283	7	4		281	333	114	227	5	6	6280
	'41	436	457	680	1386	2959	2092	73	325	2490	1152	164	2887	708	1053	5964				357	294	277	712	98	5	13156
Vermont	'53	431	183	861	1413	2888	2189	61	511	2761	974	133	2963	693	800	5563	44		50	104	495	150	264	272	81	12672
	'52	213	145	628	958	1944	1327	47	335	1709	653	143	1823	491	554	3664	107		87	137	360	148	301	283	78	8818
	'51	300	201	604	1169	2274	1610	48	487	2145	883	151	2456	688	824	5002	200		199	188	505	207	413	248	76	11457
	'50	340	239	611	1270	2460	2039	31	420	2490	1211	173	2967	997	1058	6406	261	33	41	232	447	233	583	261	107	13554
	'49	342	293	810	1398	2843	1629	60	297	1986	1135	174	2480	1031	913	5733	268	72		408	615	352	627	252	199	13355
	'48	260	208	596	863	1927	1094	60	281	1435	713	139	1601	480	693	3626	279	156		277	345	216	439	108	183	8991
	'47	226	147	557	769	1699	1184	47	186	1417	636	114	1518	523	729	3520	176	159		233	281	198	298	139	44	8164
	'46	145	129	343	477	1094	612	21	64	697	350	56	705	242	370	1723	18	7		196	176	146	93	10	7	4167
	'41	287	203	495	1237	2222	1489	62	206	1757	867	141	2321	760	1068	5157				243	182	317	263	58	5	10204
Virginia	'53	2789	1980	4686	12580	22035	23474	653	5002	29129	7581	1440	26989	5060	7317	48387	338		259	1422	1382	1184	2966	592	538	108232
	'52	2140	1615	4868	9920	18543	17085	537	3517	21139	6144	1515	18861	4404	5588	36512	1027		1014	1987	2257	1435	3640	775	899	89228
	'51	2643	1753	5399	11981	21776	20141	513	4296	24950	7090	1518	23518	5132	6727	43985	1093		1668	2108	2143	1448	4371	411	730	104683
	'50	2658	1929	5698	12310	22595	28500	760	5702	34962	9862	1555	30849	7179	8581	58044	1615	180	296	2805	2397	1617	5321	553	501	130886
	'49	2516	1856	5070	12234	21676	20137	807	3879	24823	6786	1201	23651	5386	6001	43025	1337	434		3029	2274	2092	4134	648	734	104106
	'48	1913	1435	3840	8013	15201	12844	605	2828	16277	4386	717	16256	3052	4443	28854	2153	1167		2220	1982	1315	2658	543	1145	73515
	'47	1760	1169	3900	7135	13964	14573	367	2136	17076	4396	675	14436	2979	3971	26457	1125	1104		1719	2057	870	1833	571	659	67435
	'46	924	745	1909	3969	7547	7609	162	956	8727	1811	239	6499	1214	1733	11496	48	29		1074	1268	497	733	47	107	31573
	'41	2125	1298	4233	10593	18249	15716	270	1496	17482	4632	700	19389	3457	4938	33116				1225	562	1128	1796	155	95	73808
Washington	'53	1595	1483	3259	7256	13593	14033	507	3418	17958	4336	962	15230	3970	3958	28456	500		110	987	1872	899	2341	682	804	68202
	'52	1616	1390	2962	5424	11392	9714	343	2766	2823	4020	936	11216	3015	3118	22305	846		328	1284	2485	842	2589	642	913	56449
	'51	2519	1768	3962	6740	14989	11645	283	2907	14835	5572	1091	14258	4140	4025	29086	1143		526	1460	2720	1027	3722	406	878	70792
	'50	2692	1867	4118	7039	15716	16698	422	3623	20743	7330	1171	21047	5450	5702	40700	1510	215	252	1631	3251	990	4526	520	1007	91061
	'49	1975	1923	4364	7465	15727	12850	414	2166	15430	5518	1016	15958	4357	4336	31185	803	234		1703	2499	1502	4196	294	668	74241
	'48	1664	1473	3249	4911	11297	8095	478	2148	10721	4068	681	10409	2685	3179	21022	1323	968		1703	1828	1162	3168	229	688	54109
	'47	1327	1280	2795	4059	9461	9727	281	1604	11612	3881	591	8819	2689	3126	19106	740	822		1564	1634	643	1718	237	174	47711
	'46	879	866	1966	2103	5814	3948	129	836	4913	2000	216	4946	1444	1801	10407	80	39		1289	1457	510	978	49	29	25565
	'41	2276	1945	3882	6602	14705	7091	227	908	8226	5030	604	13314	3787	4170	26905				1891	2049	1270	2734	773	60	58613
West Virginia	'53	1427	823	2908	5189	10347	7974	267	1906	10147	3402	489	10869	1749	2944	19453	119		79	476	860	730	1046	566	52	43875
	'52	912	552	2296	3687	7447	5353	189	1276	6818	2397	491	7410	1398	2087	13783	227		219	554	954	716	1222	606	85	32631
	'51	1312	692	2940	4861	9805	6988	181	1638	8807	2943	552	9122	1868	2762	17247	375		537	658	1146	723	1527	404	116	41345
	'50	1184	702	2398	4422	8706	9064	249	1979	11292	3498	506	10932	2258	2998	20192	637	95	106	764	1214	554	1562	531	154	45807
	'49	1111	632	2234	4626	8603	5635	310	1298	7243	2593	423	8465	1709	2082	15272	406	148		804	1078	854	1314	456	115	36293
	'48	943	542	1582	2987	6054	3541	180	953	4674	1410	303	5559	1118	1288	9678	885	450		716	751	542	951	195	202	25098
	'47	785	431	1605	2809	5630	3872	105	579	4556	1402	276	4993	1133	1182	8986	454	398		656	749	357	732	196	168	22882
	'46	615	379	1068	1988	4050	2429	43	337	2809	712	120	2540	635	616	4623	38	22		548	654	229	384	20	55	13432
	'41	1319	725	1981	4997	9022	5391	131	585	6107	2181	341	8372	1725	2014	14633				699	594	609	1219	255	28	33166
Wisconsin	'53	3222	2766	6193	12862	25043	23667	674	5446	29787	11953	1982	30343	7708	9594	61580	555		134	1727	6786	1527	4120	790	260	132309
	'52	2452	2139	5968	9588	20147	16484	492	3746	20722	8102	1792	19636	5641	6124	41295	897		365	1689	5869	1275	4061	674	231	97225
	'51	3695	2670	7518	12839	26722	18107	440	4979	23526	10407	1930	24766	7408	7978	52489	1447		720	2727	6495	1632	5494	374	195	121821
	'50	3747	2700	7177	12527	26151	25685	613	6597	32895	13453	2019	31676	9853	10367	67368	2547	371	321	3967	8422	1965	6434	511	209	151161
	'49	3241	2676	6998	12784	25699	18139	701	3713	22553	9379	1529	24906	7416	7502	50732	2096	641		3880	6799	2636	4903	491	415	120845
	'48	2640	2097	4909	8228	17874	10326	664	2874	13864	5855	1062	17141	4873	5123	34054	3450	1853		2501	5029	1587	2983	537	492	84224
	'47	2169	1698	4599	7288	15754	10532	368	2380	13280	5337	819	14321	4469	4313	29259	1182	1202		2093	4846	869	1978	522	131	71116
	'46	1360	1340	3312	4893	10905	7715	193	1546	9454	2854	370	8115	2631	2355	16325	74	43		1941	4087	616	1087	28	48	44608
	'41	2668	2164	4337	9449	18618	15018	350	2082	17450	7320	958	21406	6651	6551	42886				2192	5138	1464	2911	431	19	91109
Wyoming	'53	387	281	579	1200	2447	2488	98	680	3266	1251	286	3320	815	839	6511	24		7	172	245	146	275	210	14	13317
	'52	394	248	510	1049	2201	1884	81	547	2512	1102	251	2239	592	737	4921	39		13	334	260	211	372	214	27	11104
	'51	474	239	670	1302	2685	2013	81	594	2688	1254	281	2665	704	860	5764	93		46	346	341	206	445	214	9	12837
	'50	483	334	839	1366	3022	2894	134	1014	4042	1874	296	4075	933	1185	8363	175	50	22	484	531	257	628	216	14	17804
	'49	373	212	649	1173	2407	1975	138	547	2660	1057	191	2461	542	643	4894	178	60		557	385	274	475	123	10	12023
	'48	335	206	471	952	1964	1212	99	331	1642	672	115	1824	329	408	3348	372	251		268	247	180	377	74	43	8766
	'47	265	132	411	724	1532	1214	43	221	1478	502	70	1597	296	288	2753	205	231		212	203	86	225	97	27	7049
	'46	135	114	249	466	964	802	16	147	965	251	24	802	147	145	1369	14	10		155	153	63	123	11	7	3834
	'41	357	169	395	847	1768	1758	72	297	2127	738	68	2363	389	416	3974				192	159	105	307	68		8700
District of Columbia	'53	720	465	1077	3684	5946	4380	189	1008	5577	1676	611	6184	1455	1710	11636	66		36	258	292	307	483	123	168	24892
	'52	609	355	1417	3553	5934	3234	137	583	3954	1147	532	4515	1162	1355	8711	99		162	419	416	402	503	155	175	20930
	'51	846	438	1849	4216	7349	3911	165	903	4979	1720	663	5504	1564	1753	11204	110		292	432	506	333	724	114	190	26233
	'50	906	533	1857	3957	7253	5588	283	1596	7467	2591	715	6999	2395	2619	15319	195	25	37	704	694	428	1005	121	218	33466
	'49	791	535	1858	3724	6908	4302	285	1166	5753	2214	654	5883	2028	1937	12716	116	51		891	700	708	1052	90	174	29209
	'48	725	463	2009	3493	6690	2944	209	831	3984	1707	615	5000	1277	1835	10434	425	182		761	629	725	957	99	384	25270
	'47	620	373	2088	2897	5978	3506	167	485	4158	1817	583	4547	1419	1851	10217	281	272		486	536	461	525	119	153	23186
	'46	435	300	1011	2039	3785	2334	90	268	2692	1056	263	2600	757	1078	5754	19	15		433	451	536	315	15	33	14048
	'41	1366	872	2069	3932	8239	4003	167	448	4618	2807	670	6548	2036	2751	14812				456	275	672	987	59	68	30186

—Figures compiled by R. L. Polk & Co.

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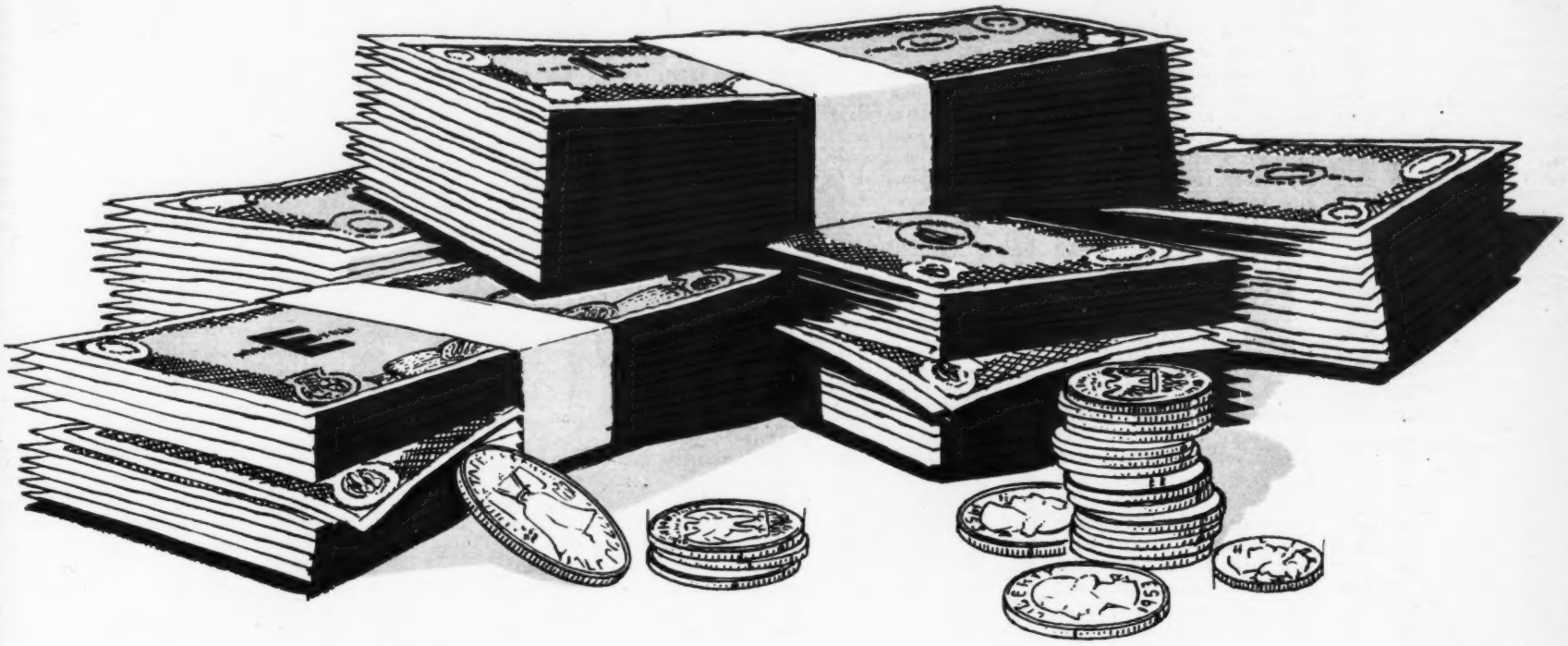

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New Passenger Car Registrations by Makes and Months from 1946 Through 1953

MONTHS		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	Monthly Totals
January	'53	11702	9356	21604	47002	89664	76617	2929	19831	99377	26102	8118	69933	18798	26845	149796	2621		1302	5316	12763	6450	11704	4416	2812	386221
	'52	9524	6599	16367	40378	72868	39815	942	12299	53056	23498	4473	66790	15831	22362	132954	2808		2326	5099	8993	4409	14879	1752	2235	301379
	'51	12573	9891	23471	39312	85247	78562	2810	22960	104332	37396	9441	114523	22469	37362	221191	5533		4550	9334	11228	7000	19422	2421	2508	472766
	'50	12090	8420	23684	43407	87601	70654	1868	17551	90073	28038	2737	84887	19592	27227	162481	2556	412		9159	7584	4146	14404	1820	1326	381562
	'49	9092	7675	19881	35485	72133	55191	3607	9271	68069	25837	6308	30172	13896	12719	88932	3354	2143		11137	7937	6122	9232	1776	2326	273161
	'48	8621	6946	20335	30311	66213	44896	1728	10110	56734	18073	4351	55090	12148	16428	106090	7410	5443		6596	8469	4152	10211	1886	1775	274978
	'47	6326	4938	13325	19073	43662	35442	1576	7627	44645	16158	3570	43506	13811	12609	89654	2402	1158		6646	8396	2871	7432	1324	873	209063
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
February	'53	11076	8344	20638	41235	81293	69922	2507	17745	90174	34680	8583	89831	23722	26103	182919	2211		1144	4700	12588	6654	7514	4483	2878	396558
	'52	9177	6523	17236	33841	66777	40028	1214	11960	53202	23821	6364	66009	16546	17685	130445	2694		1979	5845	9662	4423	15690	2186	2576	295459
	'51	11423	9230	25333	46030	92016	72056	2417	20694	95167	37237	8384	88810	23195	28150	185776	5379		4726	10025	9973	6134	17338	2182	2081	430797
	'50	8968	6636	17762	29006	62372	80801	2384	20417	103602	33101	3843	99270	26593	30573	193380	2407	395		8942	9213	4540	20866	1808	1465	408990
	'49	6897	5549	13496	22692	48634	52782	2733	9259	64774	25136	5509	41275	15924	14480	102324	2537	1556		10146	8124	5879	10613	1552	2079	258218
	'48	6188	4710	14480	21433	46811	42650	1238	9321	53209	20001	1801	53411	12484	18148	105845	6501	4555		6907	8227	3549	10367	1845	1965	249781
	'47	6313	4830	13466	22832	47441	38691	1706	8401	48798	16970	3419	38774	13061	14836	87060	2740	1417		7324	7070	3004	7082	1429	968	214333
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
March	'53	13600	10062	25717	47768	97147	81076	2510	21557	105143	41422	9940	116786	28751	33210	230109	2659		1280	6160	16005	7943	11822	5075	3025	486368
	'52	9026	7784	17631	31494	65935	63011	2049	14000	79060	24212	6916	65557	17743	18608	133036	3059		2342	6074	9201	5607	13410	2607	2526	322857
	'51	15967	10212	29379	52175	107733	88497	2228	21521	112246	42969	8985	110166	29886	33468	225474	6423		6592	12124	11619	7088	18561	2494	2245	512599
	'50	5022	3637	10623	12921	32213	108157	2889	28898	139944	48768	7631	121764	34797	38788	251748	3521	474		12609	14549	6776	29942	2407	1702	495885
	'49	9399	8185	15679	28084	61347	69858	3433	13793	87084	29885	6647	71389	20733	25898	154552	3773	2068		13110	11136	8465	14389	2139	2521	360584
	'48	8997	6945	18599	29364	63905	42405	1133	8454	51992	24726	3665	66465	18377	23470	136703	7795	4657		10967	10490	5884	13434	2821	3002	311650
	'47	7779	5660	16762	28397	58598	45992	2122	9914	58028	19663	3996	50494	15696	17669	107518	3321	1771		9424	9892	3859	9107	1738	1458	264714
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
April	'53	15099	11496	30524	53752	111039	85273	4011	21250	110534	43465	9770	126378	30278	36549	246440	2731		1201	7491	16077	8057	16614	4918	3176	528110
	'52	10455	8580	20776	37417	77228	73311	2656	16478	92445	28424	7661	75695	19918	22284	153982	3417		2369	6781	12153	6418	13819	2889	2787	374288
	'51	15988	8584	25389	51577	101538	85184	2147	19722	107053	35979	8353	99181	28101	29543	201157	5116		5451	9179	11123	5721	16657	2192	2126	467313
	'50	2295	1625	4337	4919	13176	103499	3001	28645	135145	47487	7724	121188	32118	36918	245435	2914	1850		13754	18085	7726	29267	2279	1584	471215
	'49	10946	7784	14585	49473	82788	67212	3592	17248	88052	28666	7034	76637	20325	24672	157334	6009	1987		12595	12599	8553	16087	2525	2403	390932
	'48	12512	9600	24332	35598	82042	23864	1231	3910	29005	24823	6434	71184	19197	24187	145825	12152	7417		12069	12653	8103	13535	3143	4611	330555
	'47	8723	6988	19402	31610	66723	43838	2242	9734	55814	21570	4867	61569	16402	19551	123959	3449	2450		8720	11132	4291	9658	2419	1611	290226
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
May	'53	14771	11620	30249	54207	110847	90112	4596	21317	116025	43549	9726	129764	31690	38314	253043	2559		1000	7541	15076	7725	19318	4521	2920	540575
	'52	11434	9150	27662	45237	93483	70670	2808	18240	91718	31040	8302	87033	22062	26236	174673	3868		4435	8270	15478	6899	16333	3876	3184	422217
	'51	16170	10355	26837	57105	110467	83330	2119	22302	107751	34465	8301	98001	25923	28515	195205	4356		4887	9010	11410	5504	17385	2227	2244	470446
	'50	4113	2794	7818	13891	28616	105198	3027	31030	139255	46958	7773	117626	31520	37429	241306	3704	2603		14147	20380	7614	25987	3103	1648	488363
	'49	10918	8734	19610	48909	88171	60454	4061	17281	81796	35824	7714	104542	25403	31178	204661	7683	1983		15095	12152	9367	19626	2941	2776	446251
	'48	9377	7011	17141	25908	59437	6056	2967	8257	17280	19043	5763	53896	14711	17861	111274	10822	7216		10784	11207	8464	12121	2485	4548	255638
	'47	8358	6424	18608	28663	62053	46942	2339	10232	59513	20131	4989	62282	16212	19288	122902	3364	3336		9274	9712	3652	9048	2341	1524	286719
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
June	'53	15307	11717	31651	58405	117080	72500	5010	17768	95278	47526	10324	137390	35092	42360	272692	2657		1142	7348	14031	7710	17079	3942	3234	542193
	'52	11902	8972	31344	46988	99206	68012	2807	16686	87505	30474	8301	85052	21650	27642	173119	3951		4035	8300	16769	7553	15627	4414	3176	423655
	'51	14958	10506	27569	57198	110231	79557	1989	21175	102721	33015	7892	94921	23439	27762	187029	4141		4612	7940	11708	5150	16263	2503	2367	454665
	'50	14957	12085	29946	54316	111304	106562	3021	30153	139736	46261	8839	123388	31649	38616	248753	9575	2208		14072	19788	7131	26212	3447	1696	583922
	'49	11277	8994	23262	48984	92517	42420	2708	10808	55936	35798	7433	110078	25876	31858	211043	7896	1599		15103	12862	10064	20312	2902	2236	432470
	'48	4783	3877	9280	14941	32881	16527	3723	11053	31303	19961	5373	57567	14587	17430	114918	11239	7004		11686	10573	8007	13267	1541	4507	246926
	'47	7419	5549	16867	25658	55493	44735	2272	8454	55461	20352	4665	59661	14897	18201	117776	3337	5003		8670	8505	3526	8658	2049	1385	269863
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
July	'53	14321	11185	26856	54864	107226	99178	4435	22270	125883	43194	9752	128040	32923	39352	253261	2067		1173	6236	12178	6470	13450	3140	2699	533783
	'52	10845	8197	25569	41361	85972	47104	2737	14311	64152	24863	7944	62690	17307	21270	134074	3994		2675	7906	14492	7234	11934	4653	3368	340454
	'51	11921	9007	24313	48836	94077	66696	1710	18253	86659	30735	7622	85970	22167	27266	173760	3989		3877	6880	11710	5109	15614	2535	2123	406333
	'50	18134	14173	37182	61419	130908	99694	3306	28773	131773	48884	9301	126897	33153	39279	257514	13116	1677		15918	20251	7046	24528	4522	2673	609926
	'49	11175	8703	26833	45071	91782	70887	2589	16060	89536	31432	6621	106449	24931	30488	199921	6595	1191		12293	13551	9267	19617	2911	1813	448477
	'48	9785	7224	19163	31649	67821	39104	3987	13068	56159	18565	5169	51321	13734	16127	104916	10665	5407		10497	9735	7380	13231	754	4641	291206
	'47	7396	5632	16793	23120	52941	39479	2235	7694	49408	19935	4690	59676	15212	18390	117903	4137	5984		9038	7508	3807	8715	2298	1428	263167
	'46	7799	5813	15872	23621	53105	24893	652	4228	29773	11866	1592	30805	8647	10543	63453				7904	8233	1679	5684		54	172961
August	'53	12629	10162	21988	49218	93997	106859	3986	26515	137360	39070	8429	117175	28475	35039	228188	1630		955	5017	10092	5110	14817	2960	2304	502430
	'52	7792	5891	14959	18796	47438	37870	2756	11771	52397	15415	7510	27216	10255	15187	75583	3358		1748	6776	9086	4736	7200	4085	3261	215668
	'51	11525	9565	26744	51042	98876	72897	2324	19956	95177	30139	8350	84627	21467	27506	172089	3960		3946	7095	13172	5126	20006	2166	2809	424422
	'50	20641	15631	43708	71740	151720	113067	3570	29371	146008	55466	12566	147369	37801	45786	298988	14507	1106		15435	18147	3836	26026	4668	3554	683995
	'49	12956	9869	29733	50911	103469	77660	3066	18189	98915	33668	6800	114034	26734	34264	215500	6216	1008		11480	13763	9857	13820	2825	1703	478556
	'48	10532	8192	20807	36149	75680	41589	2810	14684	59083	21804	6088	61509	16133	19310	124844	11645	3312		7795	10867	7262	11511	645	5144	317788
	'47	8604	6740	19720	27284	62348	42082	1564	6881	50527	19995	4612	53459	14285	16242	108593	5602	5571		8672	8201	4331	7521	2025	1475	264866
	'46	7940	5966	16048	24625	54579	37058	1524	6816	45398	14012	2154	38412	8375	11475	74428	2	1		6788	7575	3771	6578		57	199316
September	'53	10926	9538	19174	46074	85712	106424	2862	28617	137903	35062	3086	112356	18282	25629	194415	1181		529	3630	7377	4458	13944	2493	2164	453806
	'52	7757	6157	15270	29717	58901	59503	2775	13698	75976	25216	8854	69938	17400	21408	142816	3219		1696	6675	9869	4298	8440	3631	3349	318870
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October	'53	11318	10252	22658	53430	97658	118996	2360	33906	155262	38370	4670	125047	18030	28852	214969	1007		435	4914	7292	4170	14267	2419	2304	504697
	'52	5710	6767	16650	31639	60766	79037	3266	15620	97923	30753	9043	88811	21802	27114	177523	3494		1430	6255	12494	4824	12045	3648	2983	383385
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	'46	6277	4810	13181	24212	48480	41871	1437	8846	52154	20049	3131	41516	13899	16988	95583	133	119		7234	8636	4579	7353	219	74	225180
November	'53	10965	8952	19678	47271	86866	108697	1450	29009	139156	35141	6781	106760	18329	28378	195389	772		303	4267	6272	3158	10219	2109	1800	450311
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December	'53	12042	9658	18075	47221	86996	100613	2513	27932	131058	26739	9433	83020	21223	25061	165476	730		246	4177	7756	3174	10509	1957	1858	413937
	'52	11366	10151	23529	52064	97110	80172	2890	22573	105635	23991	4777	76084	17255	22769	144876	3506		1792	5683	12801	6149	15803	3858	2693	399906
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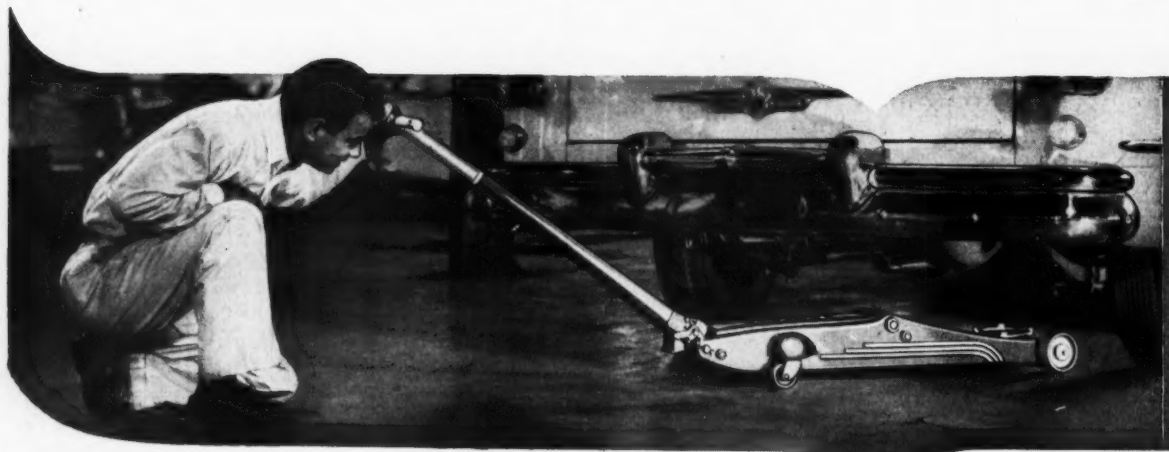
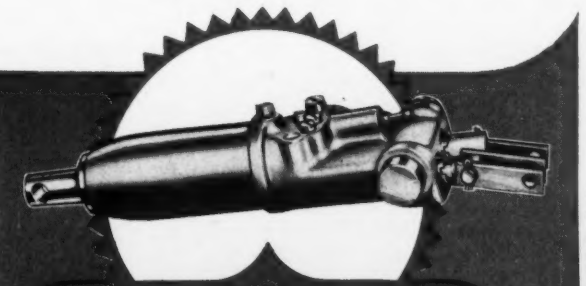
Source: R. L. Polk & Co.

Sleek! Smooth! Fast! Easy to operate!





THE NEW "GOLD SEAL" POWER UNIT

The Finest Hydraulic Power Mechanism Ever Developed for Service Jacks!

(1) The revolutionary "I.S.D." Power Cylinder for greater wear resistance and a more positive seal . . .

(2) An ingenious new Self-Centering Control Mechanism

(3) Reciprocating parts precision ground to a tolerance of .0015"

(4) A new Filtered "Hydro-matic" Relief Valve

No wonder they're called Walker Greyhounds!

Here's the beauty, color, streamlined showmanship that modernize your entire service department, that speak up for speed and efficiency, that give your customers confidence. Here's a new "yardstick" of service jack performance . . . with an extra margin of strength for the unexpected . . . an extra margin of safety for greater protection . . . an extra margin of power when emergency calls.

Here is the famed "Gold Seal" Power Unit for dependability and speed . . . exclusive self-centering "finger-tip" control for trouble-free service . . . automatic "overload" protection for greater safety . . . "flash contact" to reach the load with minimum effort.

Try the Walker Greyhounds for all passenger cars, for all but heaviest trucks and tractors. See how the low, sleek chassis ducks under long, low overhangs. See how the long handle with "pistol grip" control gives greater convenience. Test the quick, sure power raise, with plenty of room for all kinds of work. Look at these deluxe service jacks now. You'll see why they're called the Walker Greyhounds. You'll know they belong in your shop . . . because they cost no more than ordinary jacks.

"Pistol Grip" Handle

A new, more comfortable molded handle with dual-control knob to control both handle position and release valves, and with "Easy Positioning" Handle Lock to secure the handle in two upright positions for easy positioning in close quarters.

Plus many other exclusive Walker Features

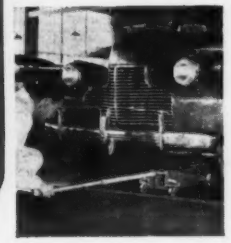
- "Straight-Line" Drive eliminates side strains on the power ram
- "Silent Speed" By-Pass Valve on the booster pump
- "Air-Bound Proofed" Design to prevent lost strokes
- "Flash Contact" with automatic cutout from booster pump to power pump
- Full "Radial Thrust" Casters
- Dirt Sealed Front Wheels
- Giant Saucer Lifting Cap to handle all types of jobs

WALKER *leads in* JACKS

WALKER MANUFACTURING CO. OF WISCONSIN · RACINE, WISCONSIN — Jacks · Exhaust Silencers · Oil Filters

What's *News* at Walker

It's true! Only Walker offers a complete line of jacks for every vehicle and every job. Your Walker distributor has the famous Walker *Greyhounds* shown here. See him, and try them, for a great new standard of service jack performance. And while you're looking, see the Walker *Whippets* for quick service on floor or driveway . . . the *No. 780* for heavy-duty service . . . the rugged *Series 900* portable hydraulics (8 models—from 1½ to 50 tons) . . . and all these other Walker values!

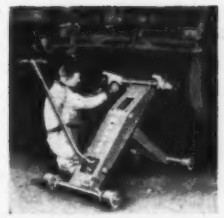


"You can whip it with a WHIPPET"

. . . say mechanics everywhere. This quick service jack has a 48-inch "Handy Handle" for easy handling, positive control of lowering. Its rigidized "Dreadnaught" Steel Chassis resists twisting and weaving under load. And its "Blue Seal" 3,000 lb. capacity all-steel hydraulic power unit assures a long life of smooth, trouble-free operation. No. 867 with "Radial Thrust" Casters at rear. No. 857, same with wheels at rear.

New Walker Transmission Jack Speeds Shop Work

No. 44 Uni-Cradle handles all automatic transmissions (including Chevrolet "Powerglide") . . . raises and lowers transmission with "Micrometer" accuracy . . . tilts it through a 92° arc . . . "Axis-Rotates" it for accurate, more positive alignment.



Another Service Speeder—the famous Walker No. 76

The first completely self-powered, portable hydraulic one-end lift for all types of under-car service. Often serves as an extra lift when complete lift installation is impractical.

Try 'Em on Your Customers!

And for extra profits without extra effort, put these Walker Passenger Car Jacks in your favorite window. Your customers can't keep from trying the new Walker *400*—America's easiest-to-use, safest-to-use bumper jack. They'll try . . . and buy . . . the convenient, easy operating "647," the finest of all mechanical bumper jacks. Show Walker Jacks and Accessories for good year-round plus-profits.

No. 400 No. 647

Your Walker distributor is JACK HEADQUARTERS

New Passenger Car Sales by Makes in

Standing	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connecticut	New York	New Jersey	Pennsyl-vania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	South Carolina	North Carolina	Georgia	Florida	Ohio	Illinois	Indiana	Michigan	Wisconsin	Kentucky	Tennessee	Alabama	Mississippi
1	Chev. 6007	Chev. 4243	Chev. 2963	Chev. 32882	Chev. 5710	Chev. 17508	Chev. 96120	Chev. 43351	Chev. 94335	Chev. 5245	Chev. 22534	Chev. 6184	Chev. 26989	Chev. 10869	Chev. 15436	Chev. 28518	Chev. 26754	Chev. 27970	Chev. 83136	Chev. 90048	Chev. 43480	Ford 100788	Chev. 30343	Chev. 19214	Chev. 22850	Chev. 19253	Chev. 12674
2	Ford 4137	Ford 3116	Ford 2189	Ford 28287	Ford 4904	Ford 15697	Ford 75319	Ford 38680	Ford 76113	Ford 3717	Ford 18593	Ford 4380	Ford 23474	Ford 7974	Ford 11231	Ford 22136	Ford 19665	Ford 22809	Ford 68013	Ford 73507	Ford 32448	Chev. 99768	Ford 23667	Ford 14733	Ford 18119	Ford 15009	Ford 9620
3	Plym. 2841	Plym. 1809	Plym. 1413	Plym. 17541	Plym. 3012	Plym. 9043	Plym. 50040	Plym. 21340	Plym. 50424	Plym. 1522	Plym. 9744	Plym. 3684	Plym. 12580	Plym. 5189	Plym. 5543	Plym. 11460	Plym. 9939	Plym. 12538	Plym. 36352	Plym. 43538	Plym. 20539	Plym. 36092	Plym. 12862	Plym. 7531	Plym. 10832	Plym. 7939	Plym. 5467
4	Buick 1696	Pont. 1306	Buick 974	Buick 12245	Buick 1884	Buick 6622	Buick 41579	Pont. 16014	Buick 32431	Buick 1359	Pont. 5940	Pont. 1710	Buick 7581	Buick 3402	Buick 4178	Buick 9234	Buick 7473	Buick 10048	Buick 28874	Buick 35771	Buick 14458	Buick 35307	Buick 11953	Buick 5501	Buick 7206	Buick 5805	Buick 3461
5	Pont. 1534	Buick 1156	Dodge 861	Pont. 11751	Dodge 1880	Pont. 5946	Pont. 35413	Buick 15239	Pont. 25770	Pont. 1277	Buick 6483	Buick 1676	Pont. 7317	Pont. 2944	Pont. 3507	Pont. 8037	Pont. 6948	Pont. 7606	Pont. 25088	Pont. 25246	Pont. 12139	Pont. 30905	Pont. 9594	Pont. 5020	Pont. 5873	Pont. 4281	Pont. 2885
6	Dodge 1503	Dodge 1099	Pont. 800	Olds. 10057	Pont. 1766	Dodge 5798	Dodge 33559	Merc. 12199	Dodge 23112	Dodge 1042	Dodge 4219	Olds. 1455	Olds. 5060	Dodge 2908	Merc. 2620	Merc. 5478	Merc. 4698	Merc. 6652	Dodge 20692	Olds. 22839	Olds. 9440	Olds. 22286	Olds. 7708	Dodge 3661	Dodge 4694	Merc. 3672	Merc. 2114
7	Merc. 1144	Olds. 836	Olds. 693	Dodge 9124	Olds. 1550	Olds. 4943	Olds. 27752	Dodge 11121	Olds. 21419	Olds. 952	Merc. 4200	Dodge 1077	Merc. 5002	Merc. 1906	Olds. 2583	Olds. 5367	Olds. 4419	Olds. 6608	Olds. 17969	Merc. 21230	Stud. 9013	Merc. 19583	Nash 6786	Olds. 3608	Olds. 3912	Olds. 3192	Olds. 1819
8	Olds. 1069	Merc. 728	Merc. 511	Merc. 7743	Merc. 1246	Merc. 4189	Merc. 24449	Olds. 10298	Merc. 17904	Merc. 807	Olds. 4120	Merc. 1008	Dodge 4686	Olds. 1749	Dodge 2564	Dodge 4946	Dodge 4393	Dodge 5427	Merc. 17575	Dodge 20127	Dodge 8534	Dodge 18951	Dodge 6193	Merc. 2879	Merc. 3701	Dodge 3112	Dodge 1804
9	Stud. 693	Nash 573	Nash 495	Nash 5416	Nash 1072	Chry. 2983	Chry. 19751	Chry. 8141	Chry. 12138	Stud. 599	Stud. 2303	Chry. 720	Stud. 2966	Chry. 1427	Stud. 1275	Stud. 2890	Stud. 2213	Stud. 3410	Chry. 10524	Nash 13740	Merc. 7801	Nash 9293	Merc. 5446	Stud. 2439	Stud. 2296	Stud. 1789	Stud. 1258
10	Chry. 674	Pack. 509	Chry. 431	Chry. 4742	Stud. 979	Nash 2621	DeSot. 16636	Stud. 6261	DeSot. 10690	Chry. 369	Chry. 2247	Cad. 611	Chry. 2789	Stud. 1046	Chry. 979	Chry. 2452	Chry. 1746	Chry. 2934	Stud. 9921	Chry. 11693	Nash 5801	Chry. 8976	Stud. 4120	Nash 1929	Chry. 1713	Chry. 1507	Chry. 1017
11	DeSot. 584	Chry. 466	W-O 272	Stud. 4561	Chry. 898	Stud. 2418	Stud. 12818	DeSot. 5518	Stud. 10442	Cad. 348	Nash 1901	Stud. 483	DeSot. 1980	Nash 860	DeSot. 853	DeSot. 2061	Cad. 1219	Cad. 2605	Nash 8327	Stud. 10832	Chry. 4580	Cad. 8329	Chry. 3222	Chry. 1612	DeSot. 1678	Nash 1103	DeSot. 639
12	Nash 581	Hud. 422	Stud. 264	DeSot. 4165	DeSot. 686	DeSot. 1933	Nash 12099	Nash 5516	Nash 9909	Nash 311	DeSot. 1740	DeSot. 465	Cad. 1440	DeSot. 823	Nash 725	Nash 1564	DeSot. 1155	Nash 2160	DeSot. 8091	DeSot. 9132	DeSot. 4174	Stud. 8126	DeSot. 2766	DeSot. 1069	Nash 1465	DeSot. 943	Cad. 578
13	W-O 394	W-O 328	DeSot. 183	Cad. 2465	Hud. 474	Cad. 1707	Cad. 9950	Cad. 4207	Cad. 6108	DeSot. 240	Pack. 1130	Pack. 307	Hud. 1422	Pack. 730	Cad. 654	Cad. 1533	Nash 961	DeSot. 2080	Cad. 6220	Cad. 7983	Pack. 2682	DeSot. 7809	Cad. 1982	Cad. 789	Cad. 1117	Cad. 858	Nash 545
14	Hud. 393	DeSot. 319	Pack. 150	Hud. 1888	Cad. 455	Pack. 1466	Pack. 7603	Pack. 3820	Pack. 6956	Hud. 169	Hud. 1077	Nash 292	Nash 1382	W-O 566	Pack. 576	Pack. 1314	Pack. 779	Pack. 1653	Nash 5072	Hud. 7350	Cad. 2528	Pack. 4858	Hud. 1727	Pack. 673	Pack. 758	Pack. 614	Hud. 343
15	Pack. 281	Cad. 216	Cad. 133	Pack. 1773	Pack. 385	Hud. 1414	Hud. 6062	Hud. 3130	Hud. 5260	Pack. 146	Cad. 1049	Hud. 258	Pack. 1184	Cad. 489	Hud. 462	W-O 1240	Linc. 576	W-O 1363	Hud. 4634	Pack. 5301	Hud. 2290	Hud. 4820	Pack. 1527	Hud. 646	Hud. 685	Hud. 608	Pack. 323
16	Cad. 264	Pack. 181	Hud. 104	W-O 1240	W-O 162	W-O 1051	W-O 5005	W-O 2090	W-O 3394	Linc. 137	W-O 711	Linc. 189	Linc. 653	Hud. 476	W-O 378	Hud. 819	Hud. 548	Hud. 1225	W-O 3187	Linc. 3033	W-O 1133	Linc. 3067	W-O 790	W-O 445	W-O 512	W-O 508	Linc. 226
17	Hen. J 156	Linc. 113	Linc. 61	Linc. 1107	Linc. 154	Linc. 612	Linc. 3279	Linc. 1484	Linc. 2330	W-O 101	Linc. 651	W-O 123	W-O 592	Linc. 267	Linc. 343	Linc. 649	W-O 470	Linc. 1140	Linc. 2203	W-O 2164	Linc. 1129	W-O 1723	Linc. 674	Linc. 279	Linc. 404	Linc. 456	W-O 224
18	Linc. 152	Kais. 77	Hen. J 50	Kais. 504	Kais. 119	Kais. 385	Kais. 1944	Kais. 786	Kais. 2117	Kais. 59	Kais. 297	Kais. 66	Kais. 338	Kais. 119	Hen. J 114	Kais. 258	Kais. 301	Hen. J 512	Kais. 1689	Kais. 1457	Kais. 904	Kais. 1722	Kais. 555	Kais. 193	Hen. J 203	Kais. 204	Kais. 73
19	Kais. 90	Hen. J 72	Kais. 44	Hen. J 500	Hen. J 102	M.G. 209	Hen. J 1183	Hen. J 460	Hen. J 1028	Hen. J 32	Hen. J 242	M.G. 40	Hen. J 259	Hen. J 79	Kais. 106	Hen. J 192	Hen. J 207	Kais. 328	Hen. J 695	Hen. J 395	Hen. J 327	Hen. J 583	Hen. J 134	Hen. J 111	Kais. 187	Hen. J 130	Hen. J 57
20	M.G. 19	Aust. 28	M.G. 32	M.G. 357	M.G. 79	Hen. J 194	M.G. 610	M.G. 310	M.G. 334	M.G. 10	M.G. 75	Hen. J 26	M.G. 165	M.G. 12	M.G. 22	M.G. 79	M.G. 44	M.G. 177	M.G. 227	M.G. 204	M.G. 56	M.G. 160	M.G. 60	M.G. 49	M.G. 46	M.G. 31	All-St. 16
21	Aust. 17	M.G. 20	Aust. 14	Aust. 218	Aust. 19	Aust. 110	Aust. 547	Aust. 203	Aust. 120	Aust. 1	Aust. 39	Aust. 16	Aust. 43	All-St. 2	Aust. 3	All-St. 24	Aust. 11	Aust. 85	All-St. 34	Aust. 32	Aust. 17	Aust. 28	Aust. 10	Aust. 3	All-St. 33	All-St. 18	M.G. 11

New Passenger Car Sales by Months in

MONTH	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New Jersey	New York	Pennsylvania	Delaware	Dist. of Col.	Florida	Georgia	Maryland	North Carolina	South Carolina	Virginia	West Virginia	Illinois	Indiana	Michigan	Ohio	Wisconsin	Alabama	Kentucky	Mississippi	Tennessee
January	5347	1975	9383	1056	1794	795	14548	30856	15461	1374	1817	8726	6391	5964	8530	5374	7558	2971	29904	11072	29099	24209	7425	4919	5318	2810	6185
February	4996	1142	10559	999	2057	748	12606	34895	32492	1180	1635	8009	7750	6542	5229	3929	6629	3030	27704	8668	29130	24577	8997	5031	5120	4023	6059
March	8351	1523	14940	999	1900	851	20443	39680	33943	1631	2553	11793	6614	8282	10636	4734	7492	3599	37547	10517	37093	33748	12403	6242	5175	3472	8099
April	7463	2843	17251	2099	2677	999	19391	41098	36612	1664	2538	10446	4922	7870	8470	4464	10438	3937	34678	14195	40584	34295	12221	6294	5739	3866	9325
May	8242	2297	16863	2117	2769	1481	19917	45133	36837	1795	2126	11137	14462	8329	9803	4451	9769	4124	34708	18048	44683	33201	12958	6157	6747	3792	7536
June	8942	2374	14337	1734	2729	1072	18523	53337	38349	1572	1836	10299	8056	7020	9274	4794	9854	3900	45858	19787	37064	32115	13979	5682	6775	3476	7046
July	7300	2799	14849	1722	2614	1824	19780	47291	42413	1710	2099	9386	8082	8606	10027	4652	9858	4513	38879	17746	36529	33300	10559	6547	7094	3796	7842
August	7728	1682	13429	1489	2247	1144	19086	40584	40419	1563	1750	8964	8614	6902	9737	5029	9061	3698	34296	13148	38617	30689	11857	6175	6499	3877	7826
September	6556	2387	10786	1420	2411	980	15615	33497	40182	1501	1846	8217	7744	6629	10275	4275	9320	3568	34006	12055	34012	28789	8958	4263	5607	3249	7385
October	9235	2373	14755	1577	2448	1034	19507	47601	36816	1753	1927	10471	8619	8278	9890	4295	10322	3867	33563	24411	34633	33406	11676	8773	5921	3327	6216
November	7114	1731	14076	1008	2101	970	17295	36552	29272	1534	2804	11727	6499	9186	9768	3524	8748	3564	27884	20248	33045	27566	11788	5548	6276	4602	8451
December	6355	1157	8299	1460	1981	774	14362	34508	30261	1221	1961	11264	6890	5886	8725	4730	9183	3104	27042	13067	28965	23161	9488	5447	6152	4886	6399
TOTAL	87629	24283	159527	17680	27728	12672	211073	485032	413057	18498	24892	120439	94643	89494	110364	54251	108232	43875	406069	182962	423454	359056	132309	71078	72423	45176	88369
PERCENT	1.53	.42	2.78	.31	.48	.22	3.68	8.45	7.20	.32	.43	2.10	1.65	1.56	1.92	.94	1.89	.76	7.08	3.19	7.38	6.26	2.31	1.24	1.26	.79	1.54

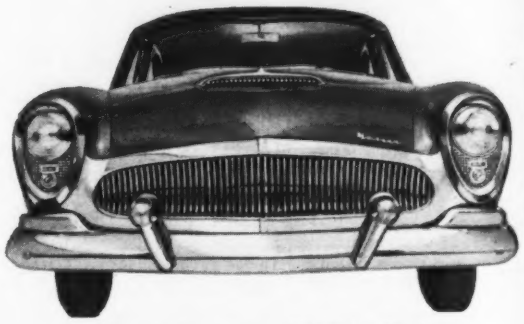
States and Geographical Divisions In 1953

	WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
Standing	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 31291	Chev. 26883	Chev. 39451	Chev. 6370	Chev. 5713	Chev. 14921	Chev. 19847	Chev. 11104	Chev. 22168	Chev. 20658	Chev. 82202	Chev. 5795	Chev. 5145	Chev. 3320	Chev. 10459	Chev. 5158	Chev. 5841	Chev. 4600	Chev. 1564	Chev. 15230	Chev. 13536	Chev. 96840
2	Ford 24698	Ford 20182	Ford 33119	Ford 5335	Ford 4415	Ford 12798	Ford 17386	Ford 8479	Ford 16660	Ford 18302	Ford 69953	Ford 4977	Ford 4176	Ford 2488	Ford 8231	Ford 3897	Ford 4663	Ford 4089	Ford 1362	Ford 14033	Ford 12307	Ford 86432
3	Plym. 13482	Plym. 11071	Plym. 20212	Plym. 2932	Plym. 2447	Plym. 5774	Plym. 8854	Plym. 5540	Plym. 8695	Plym. 7948	Plym. 31419	Plym. 2383	Buick 2032	Buick 1251	Plym. 4409	Plym. 2063	Plym. 2437	Plym. 1757	Plym. 762	Plym. 7256	Plym. 5878	Plym. 41096
4	Buick 9818	Buick 7172	Buick 11273	Buick 1594	Buick 1602	Buick 4798	Buick 6640	Buick 2962	Buick 5316	Buick 5915	Buick 26323	Buick 1831	Plym. 2018	Plym. 1200	Buick 3567	Buick 1957	Buick 2358	Buick 1741	Buick 521	Buick 4336	Buick 4155	Buick 33562
5	Pont. 8325	Pont. 6862	Pont. 10064	Pont. 1304	Dodge 1115	Pont. 4179	Pont. 5450	Pont. 2720	Pont. 5150	Pont. 5207	Pont. 20572	Olds. 1601	Olds. 1485	Pont. 839	Pont. 2866	Pont. 1507	Pont. 1538	Pont. 1491	Pont. 491	Olds. 3970	Olds. 3854	Pont. 29049
6	Olds. 6702	Olds. 5215	Olds. 8309	Merc. 1054	Pont. 1108	Olds. 3016	Olds. 4263	Dodge 1987	Olds. 3339	Merc. 4342	Merc. 18405	Merc. 1283	Merc. 1483	Olds. 815	Olds. 2723	Merc. 1267	Olds. 1290	Olds. 1434	Merc. 466	Pont. 3958	Pont. 3728	Merc. 28859
7	Merc. 5671	Merc. 5055	Merc. 7657	Dodge 1036	Olds. 1073	Merc. 2968	Merc. 4226	Olds. 1825	Dodge 3152	Olds. 4282	Olds. 18175	Pont. 1269	Pont. 1398	Merc. 680	Merc. 2703	Olds. 1081	Merc. 1253	Merc. 1353	Olds. 442	Merc. 3418	Merc. 3100	Olds. 25993
8	Dodge 5272	Dodge 4768	Dodge 6884	Olds. 1003	Merc. 1070	Dodge 2166	Dodge 3689	Merc. 1799	Merc. 3120	Dodge 2731	Dodge 14476	Dodge 1210	Dodge 1149	Dodge 579	Dodge 2137	Dodge 893	Dodge 1110	Dodge 1122	Dodge 400	Dodge 3259	Dodge 2780	Dodge 19810
9	Stud. 3486	Stud. 2830	Nash 4870	Chry. 739	Stud. 623	Stud. 1562	Nash 2539	Stud. 1172	Stud. 2530	Stud. 1865	Stud. 8380	Stud. 838	Stud. 926	Chry. 387	Chry. 1333	Stud. 764	Stud. 972	Chry. 633	Stud. 399	Stud. 2341	Stud. 1879	Stud. 15941
10	Chry. 3184	Chry. 2432	Stud. 4058	Stud. 668	Chry. 529	Chry. 1521	Stud. 2182	Nash 812	Chry. 1590	Nash 1362	Chry. 6926	Chry. 589	Nash 735	Cad. 286	Nash 1028	Chry. 627	Chry. 700	Stud. 615	Chry. 273	Nash 1872	Nash 1713	Cad. 11602
11	DeSot. 2570	Nash 2336	DeSot. 3427	Nash 531	Nash 408	Nash 974	Chry. 1892	DeSot. 768	DeSot. 1420	Chry. 1345	Cad. 5474	Hud. 573	Chry. 634	DeSot. 281	Stud. 1027	Cad. 350	Cad. 485	Nash 619	Cad. 202	Chry. 1595	Chry. 1414	Nash 10993
12	Nash 2548	DeSot. 1798	Chry. 3310	DeSot. 459	DeSot. 378	Cad. 894	DeSot. 1374	Chry. 728	Nash 1040	DeSot. 1330	Nash 4750	Nash 510	Hud. 529	Stud. 275	Cad. 833	Nash 339	Nash 411	DeSot. 572	DeSot. 201	DeSot. 1483	DeSot. 1381	Chry. 10644
13	Cad. 1541	Cad. 1261	Cad. 2214	Cad. 302	Cad. 269	DeSot. 778	Cad. 1182	Cad. 498	Cad. 997	Cad. 1044	DeSot. 4242	DeSot. 465	DeSot. 487	Nash 245	DeSot. 816	DeSot. 327	Hud. 356	Hud. 400	Pack. 159	Hud. 987	Cad. 1119	DeSot. 9031
14	Pack. 1524	Hud. 808	Pack. 1670	Hud. 230	Pack. 242	Hud. 461	Hud. 1050	Hud. 276	Pack. 762	Pack. 578	Pack. 2742	Cad. 460	Cad. 439	W-O 210	Hud. 656	Hud. 253	DeSot. 342	Cad. 361	Nash 157	Cad. 962	Hud. 886	Pack. 5042
15	Hud. 1382	Pack. 690	Hud. 1038	Pack. 208	Hud. 213	Pack. 441	Pack. 794	Pack. 253	Hud. 438	Linc. 488	Linc. 2384	Pack. 353	W-O 404	Hud. 172	Linc. 513	Linc. 207	Pack. 332	Pack. 328	W-O 109	Pack. 899	W-O 843	Hud. 5034
16	W-O 676	Linc. 533	Linc. 884	Linc. 156	Linc. 148	Linc. 384	Linc. 552	W-O 249	Linc. 416	Hud. 465	Hud. 1783	W-O 347	Pack. 279	Pack. 146	Pack. 473	W-O 198	W-O 279	W-O 286	Hud. 101	W-O 682	Pack. 728	Linc. 4352
17	Linc. 606	W-O 475	W-O 636	W-O 80	W-O 146	W-O 285	Kais. 503	Linc. 203	W-O 337	W-O 246	W-O 1115	Linc. 200	Linc. 217	Linc. 98	W-O 462	Pack. 194	Linc. 180	Linc. 179	Linc. 99	Linc. 507	Linc. 495	W-O 3816
18	Kais. 543	Kais. 276	Kais. 462	Kais. 55	Kais. 68	Kais. 185	W-O 404	Kais. 95	Kais. 250	Kais. 101	Kais. 1000	Kais. 121	Kais. 127	Kais. 24	Kais. 117	Kais. 66	Kais. 97	Kais. 179	M.G. 41	Kais. 500	Kais. 348	Kais. 2774
19	Hen. J. 106	Hen. J. 97	Hen. J. 276	Hen. J. 13	Hen. J. 19	Hen. J. 133	Hen. J. 231	Hen. J. 74	Hen. J. 162	Hen. J. 41	Hen. J. 349	Hen. J. 31	Hen. J. 26	Hen. J. 7	M.G. 52	Hen. J. 31	Hen. J. 75	All-State 44	Kais. 12	Aust. 213	Hen. J. 145	M.G. 2455
20	M.G. 46	M.G. 15	M.G. 51	M.G. 2	All-State 2	M.G. 12	M.G. 22	All-State 28	M.G. 36	M.G. 18	All-State 271	M.G. 9	Aust. 24	M.G. 4	Hen. J. 47	M.G. 7	All-State 52	Hen. J. 37	Aust. 8	M.G. 120	M.G. 58	Aust. 1030
21	Aust. 11	Aust. 4	Aust. 11	—	M.G. 1	All-State 3	Aust. 5	M.G. 5	Aust. 24	Aust. 2	M.G. 137	Aust. 8	M.G. 24	—	Aust. 3	Aust. 6	M.G. 35	M.G. 18	Hen. J. 5	Hen. J. 110	Aust. 55	Hen. J. 642

States and Geographical Divisions, 1953

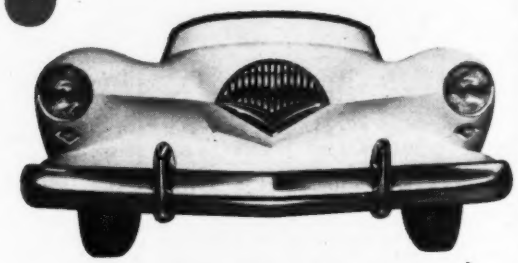
	WEST NORTH CENTRAL						WEST SOUTH CENTRAL					MOUNTAIN STATES								PACIFIC STATES			
MONTH	Iowa	Kansas	Minnesota	Missouri	Nebraska	North Dakota	South Dakota	Arkansas	Louisiana	Oklahoma	Texas	Arizona	Colorado	Idaho	Montana	Nevada	New Mexico	Utah	Wyoming	California	Oregon	Washington	TOTAL ALL STATES
January	6119	5816	7109	5567	3551	2114	1893	3845	5552	7394	27367	1642	3543	2181	1376	622	953	1738	1027	39098	4505	2348	386221
February	7538	4180	10080	7862	4193	1413	1537	5162	4907	6047	23203	1369	3854	1811	1411	493	1091	1602	895	35775	4418	3981	396558
March	6863	7970	10807	8528	5774	2049	1573	3391	6447	4813	26433	2069	4006	2394	2616	733	987	2303	1179	39610	5641	5922	486368
April	10718	9400	11042	23857	5255	2299	1544	2824	6367	7171	24067	2894	4262	2045	3191	712	2787	1896	1448	43839	5788	8325	528110
May	9766	8969	14101	13900	4932	2070	2188	3250	6784	6825	31138	2334	4065	2147	1864	628	2486	2254	1270	35964	6015	8143	540575
June	9547	7152	12243	14844	5550	1613	1648	3551	6557	6419	30410	2365	3538	2132	2042	674	2145	2183	1302	42785	6624	7085	542193
July	9500	7426	10911	17694	5514	2480	2141	3838	6987	6572	31756	2132	4453	2605	2205	775	2175	1958	1078	37998	5395	6373	533783
August	9054	6527	11705	18989	5166	1753	1900	3687	6846	6568	29842	1878	2843	1678	2027	595	1696	1902	1173	40429	4540	5522	502430
September	8667	6558	9767	11979	4680	2403	1843	3268	6946	5697	23274	1929	3079	1807	1940	629	1687	1538	986	39614	5401	4581	453805
October	7306	6439	8708	12862	4189	2657	2239	2769	7466	6140	24229	2169	3348	1960	2332	731	1999	1654	982	36918	4963	5943	504697
November	7498	7231	8659	12146	5019	1701	1579	3541	5666	6258	22462	2177	4207	1473	2133	567	1695	1645	931	31645	3935	[illegible]	450311
December	8221	5459	8529	11743	4455	1523	1513	2473	7130	8432	27193	1968	3360	1543	1732	687	1547	1211	1046	29094	3633	4717	413937
TOTAL	100797	83127	123661	159971	58278	24075	21598	41599	77655	78336	321374	24926	44558	23776	24869	7846	21248	21884	13317	452769	60858	[illegible]	[illegible]
PERCENT	1.76	1.45	2.15	2.79	1.02	.42	.38	.72	1.35	1.36	5.60	.43	.78	.41	.43	.14	.37	.38	.23	7.89	1.06	1.19	100.00

Add it up



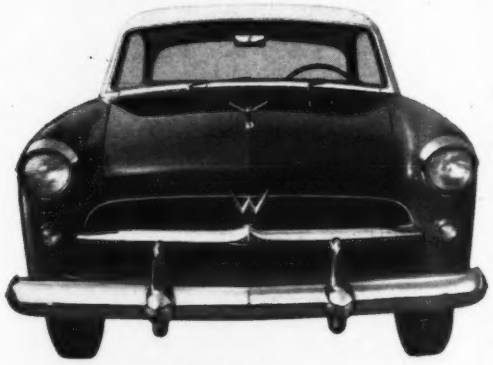
The new Super-powered '54 Kaiser Manhattan

Kaiser



The fabulous new Kaiser-Darrin 161

+



The new '54 Willys Eagle

Willys

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Kaiser-Willys Sales Division, Willys Motors, Inc.
Toledo 1, Ohio

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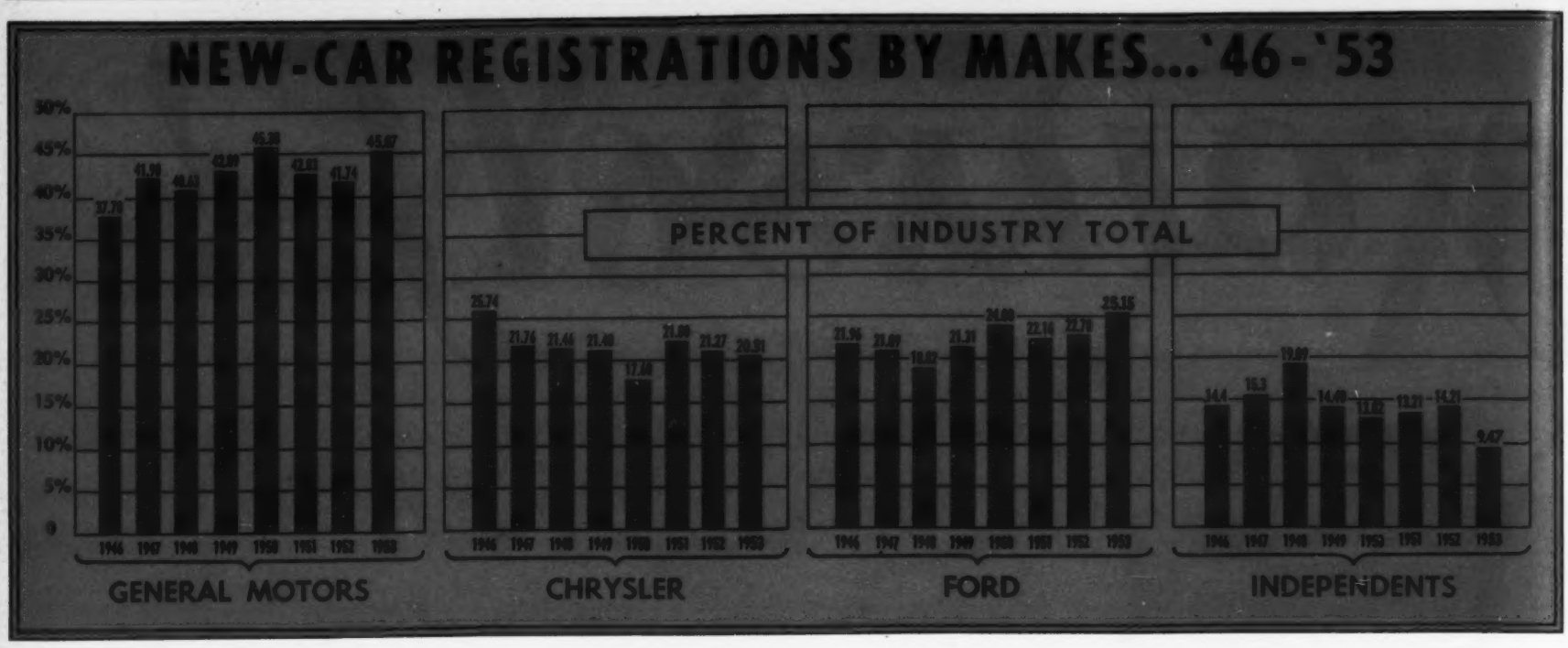
City and State .....



Percentage of Car Makes to Total Registrations, 1941-1953

MAKE	1941 Registrations	1941 Pct. of Total	1946 Registrations	1946 Pct. of Total	1947 Registrations	1947 Pct. of Total	1948 Registrations	1948 Pct. of Total	1949 Registrations	1949 Pct. of Total	1950 Registrations	1950 Pct. of Total	1951 Registrations	1951 Pct. of Total	1952 Registrations	1952 Pct. of Total	1953 Registrations	1953 Pct. of Total
Buick	308,615	8.27	126,322	6.96	246,115	7.77	244,762	7.01	372,425	7.70	535,807	8.47	392,285	7.75	310,806	7.47	454,320	7.92
Cadillac	60,242	1.61	23,666	1.30	53,379	1.69	59,379	1.70	80,880	1.67	101,825	1.61	97,093	1.92	87,806	2.11	98,612	1.72
Chevrolet	880,346	23.59	329,601	18.16	640,709	20.23	709,609	20.33	1,031,466	21.32	1,420,399	22.45	1,067,042	21.08	852,542	20.50	1,342,480	23.39
Oldsmobile	230,367	6.18	93,094	5.13	180,078	5.69	175,531	5.03	269,351	5.57	372,519	5.89	273,472	5.40	218,189	5.25	305,593	5.32
Pontiac	286,123	7.67	113,109	6.23	206,411	6.52	228,939	6.56	321,033	6.63	440,528	6.96	337,821	6.68	266,351	6.41	385,692	6.72
General Motors Total	1,765,693	47.32	685,792	37.78	1,326,692	41.90	1,418,220	40.63	2,075,155	42.89	2,871,078	45.38	2,167,713	42.83	1,735,694	41.74	2,586,697	45.07
GM Total—Except Chev.	885,347	23.73	356,191	19.62	685,983	21.66	708,611	20.30	1,043,689	21.57	1,450,679	22.93	110,067	21.75	883,152	21.24	1,244,217	21.68
Ford	602,013	16.14	326,822	18.01	532,646	16.82	486,888	13.95	806,766	16.67	1,166,118	18.43	862,309	17.04	732,481	17.61	1,116,267	19.45
Lincoln	18,769	.50	10,798	.58	24,081	.76	32,638	.93	37,691	.78	34,318	.54	25,816	.51	29,110	0.70	39,169	.68
Mercury	81,874	2.19	61,187	3.37	111,198	3.51	137,512	3.94	186,629	3.86	318,217	5.03	233,339	4.61	185,883	4.47	287,717	5.02
Ford Total	702,656	18.83	398,801	21.96	667,925	21.09	657,038	18.82	1,031,086	21.31	1,518,653	24.00	1,121,464	22.16	947,474	22.78	1,443,153	25.15
Ford Total—Except Ford Division	100,643	2.70	71,985	3.97	135,279	4.27	170,150	4.87	224,320	4.64	352,535	5.57	259,155	5.12	214,993	5.17	326,886	5.70
Chrysler	143,025	3.83	65,532	3.61	93,871	2.97	105,315	3.02	130,516	2.70	151,300	2.39	149,435	2.95	113,392	2.73	153,756	2.68
DeSoto	91,004	2.44	54,420	3.00	72,966	2.30	82,454	2.36	103,331	2.14	115,023	1.82	112,643	2.23	91,677	2.20	122,342	2.13
Dodge	215,563	5.78	135,488	7.46	209,552	6.62	213,923	6.13	273,530	5.65	300,104	4.74	298,603	5.90	246,464	5.93	288,812	5.03
Plymouth	452,187	12.12	211,800	11.67	313,118	9.87	347,174	9.96	527,915	10.91	547,367	8.65	542,649	10.72	433,134	10.41	600,447	10.47
Chrysler Total	901,779	24.17	467,240	25.74	689,507	21.76	748,866	21.46	1,035,272	21.40	1,113,794	17.60	1,103,330	21.80	884,667	21.27	1,165,357	20.31
Chrysler Total—Except Plymouth	449,592	12.05	255,440	14.07	376,389	11.87	401,692	11.50	507,357	10.49	566,427	8.95	560,681	11.08	451,533	10.86	564,910	9.84
Frazer	.....	.....	1,873	.10	51,158	1.60	57,994	1.66	15,827	.33	11,884	.19	**	**	**	**	**	**
Kaiser	.....	.....	3,501	.19	55,571	1.76	108,367	3.10	57,995	1.20	85,832	1.36	52,286	1.03	41,022	0.99	22,825	.40
Henry J	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14,339	.22	51,372	1.02	28,718	0.69	10,710	.18
Kaiser-Frazer Total	.....	.....	5,374	.29	106,729	3.36	166,361	4.76	73,822	1.53	112,055	1.77	103,658	2.05	69,740	1.68	33,535	.58
Crosley	.....	.....	2,868	.16	15,934	.51	25,400	.73	10,175	.21	6,896	.11	5,304	.11	2,679	0.06	**	**
Hudson	73,261	1.96	72,484	4.00	83,344	2.63	109,497	3.14	137,907	2.85	134,219	2.12	96,847	1.91	78,509	1.89	66,797	1.16
Nash	77,824	2.09	85,169	4.68	102,808	3.25	104,156	2.98	135,328	2.80	175,722	2.79	140,035	2.78	142,520	3.43	137,507	2.40
Packard	69,653	1.87	36,435	2.01	47,875	1.51	77,843	2.22	97,771	2.02	73,155	1.15	66,999	1.32	66,346	1.59	71,079	1.24
Studebaker	114,331	3.07	58,051	3.22	102,123	3.22	143,120	4.10	199,460	4.12	268,229	4.24	205,514	4.06	157,902	3.80	161,257	2.81
Willys	22,102	.59	2,329	.13	23,400	.74	21,408	.61	28,576	.59	33,926	.54	26,049	.51	41,016	0.99	42,433	.74
Miscellaneous	3,867	.10	647	.03	894	.03	19,043	.55	13,790	.28	18,711	.30	23,990	.47	31,847	0.77	31,174	.54
GRAND TOTAL—U. S.	3,731,166	100%	1,815,196	100%	3,167,231	100%	3,490,952	100%	4,838,342	100%	6,326,438	100%	5,060,903	100%	4,158,394	100%	5,738,989	100%

**Not in production.

Percentage of Truck Makes to Total Registrations, 1941-1953

MAKE	1941 Registrations	1941 Pct. of Total	1946 Registrations	1946 Pct. of Total	1947 Registrations	1947 Pct. of Total	1948 Registrations	1948 Pct. of Total	1949 Registrations	1949 Pct. of Total	1950 Registrations	1950 Pct. of Total	1951 Registrations	1951 Pct. of Total	1952 Registrations	1952 Pct. of Total	1953 Registrations	1953 Pct. of Total
Autocar	2,510	.39	4,755	.76	4,334	.49	2,770	.27	1,655	.17	2,072	.18	2,112	.21	1,595	.20	1,713	.18
Brockway	2,294	.36	3,683	.59	4,255	.48	2,958	.29	1,626	.17	2,384	.21	2,182	.22	1,752	.21	2,080	.22
Chevrolet	212,797	33.21	171,618	27.45	235,803	26.82	302,219	29.20	345,519	35.92	414,496	36.29	350,344	34.90	272,249	33.52	327,960	35.25
Crosley	.....	.....	.....	.....	.....	.....	2,411	.23	871	.09	422	.04	434	.04	243	.03	32	.00
Diamond T	6,077	.95	5,093	.81	10,475	1.19	10,657	1.03	5,172	.54	5,675	.50	4,508	.45	3,420	.42	3,398	.37
Divco	2,306	.36	3,734	.60	4,893	.56	5,618	.54	3,577	.37	4,309	.38	3,752	.37	2,752	.34	2,569	.28
Dodge	62,925	9.82	96,490	15.43	126,736	14.41	114,431	11.06	116,956	12.16	99,716	8.73	106,600	10.63	102,129	12.57	82,345	8.85
Federal	1,611	.25	4,557	.73	6,020	.68	4,026	.38	1,225	.13	1,469	.13	1,008	.10	841	.10	986	.10
Ford	174,024	27.16	131,469	21.03	186,414	21.20	225,729	21.80	202,179	21.02	315,912	27.66	250,802	24.98	179,523	22.11	266,027	28.60
FWD	.....	.....	585	.09	1,195	.14	811	.08	337	.03	323	.03	501	.05	543	.07	359	.04
GMC	45,703	7.13	25,645	4.10	49,187	5.59	74,857	7.23	80,407	8.36	97,200	8.51	100,285	9.99	79,612	9.80	82,296	8.85
Hudson	736	.12	2,543	.41	2,534	.29	117	.01	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
International	92,482	14.43	78,392	12.54	113,151	12.87	125,203	12.09	91,164	9.48	97,818	8.56	95,184	9.48	92,788	11.42	95,404	10.25
Kenworth	.....	.....	.....	.....	.....	.....	478	.05	392	.04	673	.06	668	.07	705	.09	747	.08
Mack	9,468	1.48	4,687	.75	10,917	1.24	9,795	.95	6,866	.71	9,908	.87	9,794	.98	7,138	.88	6,890	.74
Plymouth	7,732	1.21	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....	.....	.....	775	.08	1,362	.11	908	.09	541	.07	468	.05
Reo	1,543	.24	10,489	1.68	12,911	1.47	10,773	1.04	4,003	.42	3,876	.34	3,427	.34	3,393	.42	3,498	.38
Sterling	.....	.....	510	.08	576	.07	411	.04	229	.02	354	.03	334	.03	250	.03	.....	.....
Studebaker	5,078	.79	25,360	4.05	41,861	4.76	50,657	4.89	55,099	5.73	45,881	4.01	32,675	3.25	28,985	3.57	22,473	2.42
White	9,271	1.45	10,117	1.62	13,086	1.49	11,603	1.12	8,318	.86	12,050	1.05	12,260	1.22	10,858	1.34	12,261	1.32
Willys	2,031	.32	42,135	6.74	49,819	5.68	76,484	7.39	32,765	3.41	24,640	2.16	24,292	2.42	20,356	2.51	17,712	1.90
Miscellaneous	2,109	.33	3,387	.54	4,965	.57	3,166	.31	2,826	.29	1,767	.15	1,780	.18	2,426	.30	1,094	.12
TOTAL	640,697	100%	625,249	100%	879,132	100%	1,035,174	100%	961,961	100%	1,142,307	100%	1,003,850	100%	812,099	100%	930,312	100%

THE AMERICAN ROAD

The Revolution that started in a shed at night

Steam was really his first love. That was how he happened to set fire to the schoolyard fence.

For Henry Ford was passionately curious. Exactly how did steam make wheels go around? In a boyhood experiment he made a steam boiler from an old ten-gallon lard can, and fired up under it. No one was in school to hear the explosion—and the fence was soon repaired. His next experiment was in the village sawmill: how did the valve work? He caught his arm in a cylinder, and was two hours getting loose, but before he left he knew how the valve worked.

First he tried to make a farm locomotive, and then a steam road carriage. Then one day in 1891 he saw a little gasoline engine pumping soda water into pop-bottles. That night he told Mrs. Ford: "Clara, I want to build a gas engine that will do the work of a horse."

Two years later he was still at work, in a little shed behind his Bagley Avenue house. A friendly neighbor moved out his coalpile to give Henry more room. Clara watched, and darned socks.

He got four bicycle wheels. He made two cylinders from a steam engine's exhaust pipe. He put on a tiller, so it steered like a boat. He put a bicycle-saddle on top of the three-gallon fuel tank (the buggy seat came later when he could afford it).

On a wet dark May morning in 1896, at 2 a.m., he was ready. Then he couldn't get the car out of the shed. He seized an axe and knocked out enough bricks to make the first garage-door.

He trundled the car into the alley while Clara watched under an umbrella. The little car ran—clear around the block. One of the two cylinders went dead—but still the car ran. That first Ford is still running, and so are many of its 36,000,000 descendants.

The revolution of those wheels started one of the great revolutions in history. A dream had come true—transportation for everyone. The first Ford helped build the American Road.

The American Road is more than a stone river of rushing traffic. It symbolizes the power of our way of life, endlessly serving all mankind. The Ford Motor Company, dedicated to engineering for the future, is pledged to the ideals of the American Road.

Ford Motor Company

FORD • LINCOLN • MERCURY CARS • FORD TRUCKS AND TRACTORS

* Not Available.
Source: R. L. Polk & Co.

New PASSENGER CAR Registrations by States

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'53	4919	1642	3845	39098	3543	5347	1374	8726	6391	2181	29904	11072	6119	5816	5318	5552	1975	5964	9383	29099	7109	2810	5567	1376	3551
	'52	3583	1142	1295	24511	2354	4483	1007	6260	8076	1200	19488	8186	5769	3704	3571	4258	1199	5269	6854	19742	8105	2856	8098	887	3396
	'51	6008	1910	4018	37763	4303	6829	1746	8369	12386	2121	26359	13708	8320	4698	5903	3864	2592	7245	12156	33154	10369	4276	12441	1625	5192
	'50	5401	1351	1660	33276	4357	5530	1171	5537	10292	1012	23477	8008	8729	3911	4702	4875	2200	6358	9161	26989	7576	3659	7393	1198	4632
	'49	3081	1042	1976	19291	2357	3668	888	3149	7694	1034	22588	7019	5204	2743	3148	3544	1595	4334	7277	18747	5672	2413	6610	1798	2934
	'48	3218	790	1436	16006	2585	3801	934	4280	7783	799	20827	6846	5497	2339	3473	4725	1412	4299	5733	22202	5266	2005	7931	1305	3382
	'47	2385	414	604	14801	1681	5536	585	4789	2052	685	17187	7830	3498	1487	1994	1797	587	3430	3994	16480	4228	2013	4209	856	2086
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
February	'53	5031	1369	5162	35775	3854	4996	1180	8009	7750	1811	27704	8668	7538	4180	5120	4907	1142	6542	10559	29130	10080	4023	7862	1411	4193
	'52	2335	750	2313	24444	2893	3960	809	6023	5370	1336	23147	7102	5258	3088	3828	3754	1013	5151	7579	21873	7619	2211	7216	1290	2733
	'51	4626	1503	4088	38252	3555	4838	1228	7951	8313	2152	30068	12692	8253	5645	5163	6144	1736	6528	11383	29681	12639	3440	11890	1918	4961
	'50	5891	1471	2599	36637	4210	4481	1217	6453	11537	1634	27084	7778	7866	5114	5887	5643	2737	6079	9337	26969	9880	3750	9347	1406	4479
	'49	3103	935	1855	17659	2776	2587	803	3721	5058	1187	16007	6207	5785	2443	3830	3189	1263	3693	7865	19727	5082	2726	5974	1321	2910
	'48	3691	661	2358	15101	2289	2004	635	3363	5296	786	22115	7478	5305	2628	3076	2952	1337	3490	6743	15485	6794	2327	6289	2019	2697
	'47	2593	666	579	14583	1638	1067	659	2880	3192	478	20581	6263	4140	2082	3115	2532	903	3574	4159	18518	6059	1918	6536	901	2254
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
March	'53	6242	2069	3391	39610	4006	8351	1631	11793	6614	2394	37547	10517	6863	7970	5175	6447	1523	8282	14940	37093	10807	3472	8528	2616	5774
	'52	4486	1452	3849	26281	2496	5218	1112	5938	4319	1457	23898	9753	5194	4354	3332	3964	1122	5459	9427	23148	7453	2878	7965	1742	3624
	'51	6300	1809	4289	38216	5522	8383	1653	9179	8871	2144	31912	18806	9944	7958	6504	5553	2579	7783	14768	40029	10191	3895	12297	2764	5023
	'50	6225	2247	8005	42002	4332	6738	1428	10941	7319	1768	31958	16931	9777	7076	4263	6966	2566	6356	12110	31916	13024	4109	10498	1010	5449
	'49	4844	1509	2959	24924	3620	5223	940	3792	5192	1107	28474	8094	7316	5979	3979	4949	2105	5628	11514	28134	7173	3285	8605	1784	4042
	'48	2964	881	2743	15104	2549	2709	973	5033	5762	1305	21859	8400	5819	5587	3914	3917	941	5141	10931	19822	6207	2808	9931	2212	2844
	'47	3307	590	1925	23361	2243	4087	721	2519	1941	1020	21626	7474	4772	5650	2109	3101	1237	4276	6307	14908	5802	5452	7612	1484	2341
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
April	'53	6294	2894	2824	43839	4262	7463	1664	10446	4922	2045	34678	14195	10718	9400	5739	6367	2843	7870	17251	40584	11042	3866	23857	3191	5255
	'52	4042	1975	3006	27284	3291	5629	916	7713	4076	1525	31938	11208	6779	6137	5195	4272	1666	5784	12146	24902	8841	2722	9187	1829	3277
	'51	5465	1797	3250	30387	3852	6857	1448	8788	6629	1974	39865	17935	9382	7715	5430	5152	2178	7447	14508	32029	12194	3568	12524	2680	5436
	'50	5936	2155	4991	34907	4336	6337	1377	10457	5683	2700	30232	14142	10507	7372	7288	6031	2523	7851	14380	33010	14043	3812	12914	1380	4824
	'49	4827	1841	2899	36909	3652	5364	1035	7163	4090	1197	22269	9871	9796	7277	5411	5270	2129	5921	10795	29217	7979	3377	8905	2294	4505
	'48	3327	1161	2122	37400	2104	4862	762	4701	7153	1215	21846	7656	5955	5798	3770	3746	2281	4652	10117	24511	9400	2150	9063	1647	3161
	'47	3333	612	2239	23373	2375	4755	940	2698	7510	1160	21005	8670	4987	3922	4478	3481	1993	4494	10301	19082	5170	2420	7217	1632	2328
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
May	'53	6157	2334	3250	35964	4065	8242	1795	11137	14462	2147	34708	18048	9766	8969	6747	6784	2297	8329	16863	44683	14101	3792	13900	1864	4932
	'52	5301	1875	2550	41120	3088	6868	1085	7045	9940	1856	27750	15298	7560	7672	5093	5445	2004	5918	12680	27804	8044	3600	9010	1657	4225
	'51	5574	2170	2305	35477	3858	6966	1478	7666	7730	1478	36219	13981	8954	7886	5178	5539	2198	6750	13555	32907	8536	3796	15813	2267	4709
	'50	6519	2439	2039	39351	4624	7077	1364	10743	10654	2125	26800	15900	10857	8539	7993	7222	2390	7318	12645	33913	12117	4086	11426	2594	5291
	'49	4730	2055	2856	39303	2930	7151	1511	8479	8884	1713	36704	9627	8217	7116	6180	5521	2366	6266	12152	27461	8098	3513	11754	2059	4490
	'48	2450	1076	1815	21001	1883	4387	517	4942	3364	1546	18396	9480	4186	3404	2719	2904	1341	3387	7498	20592	6456	1778	7081	1017	2241
	'47	3026	887	3859	22275	2072	4389	789	3575	8557	669	18866	8625	4679	3391	3569	3361	1297	4355	9326	26877	5394	2222	7410	1344	2680
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
June	'53	5682	2365	3551	42785	3538	8942	1572	10299	8056	2132	45858	19787	9547	7152	6775	6557	2374	7020	14337	37064	12243	3476	14844	2042	5550
	'52	5352	2349	2118	34423	3545	6342	1430	7708	8757	2108	27364	12935	7553	6423	5142	4959	2255	6900	12389	31621	9884	3150	11055	2124	4775
	'51	5546	2376	2605	35904	3587	6846	1329	7476	11670	2022	29849	11854	9069	5769	5602	5016	1867	6628	11945	31259	11549	3459	12814	1795	4875
	'50	7958	2617	3186	35473	5854	8995	1726	8875	13464	2390	40655	15532	12593	7213	6515	7738	3226	9782	14733	39053	15733	4741	15628	4584	6938
	'49	5053	2443	2601	34476	3650	6651	1257	8317	6671	1183	32111	14032	8485	7414	5557	5587	1385	6199	12819	31111	14470	3175	10313	1893	4207
	'48	2926	1126	1300	21693	1592	5712	627	4046	3809	1027	19151	6002	4898	3379	2679	3160	1115	4002	8446	16448	5532	1783	7099	752	2256
	'47	2798	1034	698	21848	2296	4895	682	7281	5180	1571	17549	9341	4652	3219	3078	3160	1585	4228	8682	18168	4905	2128	8193	1188	2412
	'46	6132	1486	3567	36714	4544	5150	1383	5936	7397	1623	36034	14131	9567	6982	6771	6397	2625	6990	12125	38102	11298	4184	15625	1431	4865
July	'53	6547	2132	3838	37998	4453	7300	1710	9386	8082	2605	38879	17746	9500	7426	7094	6987	2799	8606	14849	36529	10911	3796	17694	2205	5514
	'52	3309	1538	2786	23731	2505	4674	1120	6244	5067	1797	24827	10366	5412	6503	3211	4043	1313	4926	8217	19780	6699	2450	8229	1901	2863
	'51	5038	1771	3219	30101	2918	6087	1179	6751	6671	2523	29801	12445	7923	5968	5522	5016	1851	6646	11373	29491	8274	3273	10553	2140	5189
	'50	7894	2652	3754	37422	5800	8748	1521	11764	10431	2881	32552	15171	13541	8347	8370	9197	2725	8649	23042	45708	16018	5179	15837	5884	6734
	'49	5198	1694	3760	40467	3881	5451	881	7021	7112	2309	27449	18430	9866	7303	5319	6627	2405	6330	12678	30479	9941	3742	15702	1557	4714
	'48	3239	1092	1778	19519	2364	4370	949	4070	4746	1424	19445	10926	5951	3729	3755	3889	1472	4543	9375	21269	5997	2452	6539	1424	3306
	'47	3031	1273	2139	18830	1526	3938	665	4121	4856	1525	17049	8891	4704	3065	3198	3486	918	4112	10078	18817	5093	2028	7807	1192	2356
	'46	2008	540	930	11323	1335	3987	466	1440	2537	645	11439	4636	3369	1904	1751	2302	1010	2459	9584	17416	4046	1356	2500	526	1644
August	'53	6175	1878	3687	40429	2843	7728	1563	8964	8614	1678	34296	13148	9054	6527	6499	6846	1682	6902	13429	38617	11705	3877	18989	2027	5166
	'52	2126	1018	1441	16568	2383	3092	609	4450	3477	1119	15748	5677	3362	3761	3088	2520	794	3245	5547	17452	4477	1464	6951	1290	1890
	'51	5509	2060	3134	35346	3696	6531	1349	7302	7696	2111	26090	10719	8394	5600	5098	4817	1334	6081	12513	27974	8932	3522	10218	2119	4276
	'50	7258	3109	3496	66298	6083	8465	1954	11837	11830	3184	49271	23336	12296	10322	8316	8127	2118	9535	16002	49128	14378	4796	15808	3530	6421
	'49	5087	1751	4185	32613	3941	6551	1805	9199	8470	2924	33672	14652	10344	7734	6118	6601	1592	7395	13903	32210	10916	3855	12940	2757	5367
	'48	3546	1145	2217	22390	2517	4233	1068	5129	5423	1217	23737	10913	6337	4889	4018	3714	1230	5076	10287	17534	5970	2454	8650	1734	3140
	'47	2777	985	1581	20494	2152	3428	608	4725	4434	816	17865	7849	4309	3920	2832	3001	1411	3681	11148	24118	5511	1863	7039	1225	2399
	'46	2548	548	1436	15024	1488	2646	634	3421	3044	516	10970	5648	4016	2979	3333	2552	813	3354	9007	16904	3333	1589	4802	1061	1919
September	'53	4263	1929	3268	39614	3079	6556	1501	8217	7744	1807	34006	12055	8667	6558	5607	6946	2387	6629	10786	34012	9767	3249	11979	1940	4680
	'52	3179	1423	2246	28629	2810	4967	948	5920	5746	1276	21794	9734	5801	4864	4500	4783	1378	4951	9576	23824	7323	2507	7326	1452	3019
	'51	3949	1791	2901	31271	3256	5282	1058	8647	6880	2261	30776	13431	7423	6958	5483	5437	1659	6930	10577	25394	10529	3339	11831	1992	4283
	'50	5658	2258	5831	68128	4936	7633	1457	12581	10756	3178	44018	16766	10731	9653	7030	7689	3092	8692	16439	40337	18386	3735	20075	2620	6056
	'49	3631	1902	3073	39737	4290	6144	1584	7105	7708	2650	31150	16404	9801	7202	6039	6752	2978	6420	13387	28252	10515	2957	11324	2072	4404
	'48	2276	1059	1120	23867	2395	4766	883	5044	4559	1077	24602	7545	5490	4392	3190	4177	1779	4231	9144	21503	7512	1972	8309	1404	3198
	'47	1661	1064	1611	20293	2989	3790	802	4121	4247	862	18065	7696	4356	3560	2979	2620	1604	3618	7609	13064	5154	1370	6389	1214	2213
	'46	1386	758	1177	17094	1282	4257	596	3488	3017	718	17520	9118	3651	2793	2578	2606	1275	2841	8466	15253	7171	1162	4611	1032	1990
October	'53	8773	2169	2769	36918	3348	9235	1753	10471	8619	1960	33563	24411	7306	6439	5921	7466	2373	8278	14755	34633	8708	3327	12862	2332	4189
	'52	6847	1509	2666	35390	3504	6135	1153	7282	6292	1820	25163	8214	6925	4993	4717	5530	1862	6767	10587	28334	9288	3577	7577	1717	5360
	'51	5884	1509	3359	28947	2529	5605	1011	7762	6342	1543	29884	12717	6634	6483	4293	5056	2020	6597	9638	23221	8128	3318	11084	1894	4776
	'50	7940	2439	5368	43496	4851	8506	1725	9790	8812	2533	35753	17937	10898	10046	6796	6939	2334	8517	16344	40419	12933	4405	28634	2375	6437
	'49	7986	2153	4406	38243	4023	7079	1574	6888	7593	3225	33685	18737	10969	7727	5775	6720	1579	6865	12632	29852	10021	3422	14119	1606	5340
	'48	4849	711	2682	23289	2414	4272	801	4047	4547	1199	18105	9889	6278	4493	3368	3629	1380	4478	7883	24018	5972	2318	6219	1438	2918
	'47	3355	987	1864	20455	2436	4201	847	4334	4743	903	18924	9189	4726	3769	3595	3999	1293	4242	9106	19047	5062	2143	7140	1591	2544
	'46	2990	934	1753	14763	1194	4171	721	4258	3763	942	16580	6559	3979	2849	2687	1887	1318	3295	5066	17309	4362	1932	7483	872	2107
November	'53	5548	2177	3541	31645	4207	7114	1534	11727	6499	1473	27884	20248	7498	7231	6276	5666	1731	9186	14076	33045	8659	4602	12146	2133	5019
	'52	5499	1766	2534	27834	3337	5882	989	7034	5254	1622	22339	14316	5855	5309	4853	4183	1369	5848	11719	23185	5812	3290	8191	1795	4146
	'51	6229	1807	2237	25877	3518	4736	1005	6691	5092	1502	21593	12521	5432	6159	3832	4196	1444	5273	8641	18680	5311	3348	9357	1642	3069
	'50	5772	1734	3195	38354	4792	6597	1439	6994	6304	2124	21668	13461	8274	7020	5307	5725	1534	6762	11679	24152	7261	4094	11275	2441	5151
	'49	5697	1899	2762	31408	4208	5792	1146	10484	6419	2441	23840	13413	8030	6296	5714	5382	2136	6198	10342	21857	6333	4367	13780	2648	4773
	'48	4345	1817	1150	30011	2775	4936	1014	4692	4763	1681	18008	8039	5898	4325	4057	3808	1557	5113	10200	21823	4414	3336	7257	1673	2958
	'47	3768	903	1459	21486	2278	4481	687	3814	3758	957	15063	8467	4020	3403	3278	2981	1531	3649	10205	16702	4202	2773	6248	1179	2689
	'46	2655	622	1169	19833	2022	3628	670	4256	3162	780	15005	7588	3448	2976	2219	2181	862	3313	7524	17423	3537	1547	6161	922	2088
December	'53	5447	1968	2473	29094	3360	6355	1221	11264	6890	1543	27042	13067	8221	5459	6152	7130	1157	5886	8299	28965	8529	4886	11743	1732	4455
	'52	5015	1994	1905	36714	2740	6518	1151	9288	5866	1619	32273	9550	6232	6364	5186	6139	992	6613	8474	26177	8053	2976	5983	2476	4599
	'51	4292	1537	2129	25141	2578	4286	793	7521	5574	1320	18430	8637	5910	5208	4824	3422	1009	4165	6586	19960	5764	3152	9575	1899	3721
	'50	6704	2098	2879	44655	4778	6990	1042	10932	6841	1826	54403	35150	12045	6959	6430	5079	1730	7328	10583	38727	11854	4431	15574	2212	5552
	'49	5036	1771	698	34514	3442	4617	1231	8920	5895	2241	37207	12341	8370	5526	4527	5678	1607	4736	7924	24374	11235	3331	11243	1892	3419
	'48	3601	1475	598	26828	2475	4693	833	4399	2498	1278	13140	7954	7333	4007	5063	4304	1453	4350	5887	25646	7261	2859	8898	1389	3133
	'47	3474	1240	1228	31542	2272	4215	861	4152	2962	1447	14751	6928	5994	4026	3919	2006	1331	4375	6532	41192	3987	3052	9105	1494	2352
	'46	4131	823	785	21668	1481	3958	773	3881	2182	882	14533	7999	4978	3252	3952	1822	570	4057	11416	18708	3578	2013	8424	1171	2173

and Months from 1946 Through 1953

* Not Available.
Source: R. L. Polk & Co.

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	W. Virginia	Wisconsin	Wyoming	Dist. of Col	TOTAL
January	'53	622	1056	14548	953	30856	8530	2114	24209	7394	4505	15461	1794	5374	1893	6185	27367	1738	795	7558	2348	2971	7425	1027	1817	386221
	'52	334	1102	11830	905	20262	6621	1459	19739	2608	2994	20040	1550	3097	1854	4872	21374	1154	689	7819	2859	2741	7682	979	1522	301379
	'51	558	1523	15131	2479	38683	10929	2242	32369	4417	2674	27427	2703	5645	2181	8296	39698	2222	863	10484	6602	4059	9919	1393	2914	472766
	'50	423	1043	12332	1507	38730	7221	1435	27636	4136	2628	21926	2378	4107	1509	7946	26355	1461	864	8593	3767	3192	7395	545	1978	381562
	'49	465	813	10528	1025	22552	5438	1308	17060	1952	3466	17391	1536	2673	1218	5059	15936	1045	752	6601	3778	2212	7876	661	2010	273161
	'48	426	745	6197	817	28787	4583	899	19715	2670	3719	17887	1480	2660	1213	4810	15600	1113	704	6353	2981	1902	7957	810	2076	274978
	'47	326	595	5450	1052	29860	1617	1071	15207	2935	1369	13013	1531	2045	646	3984	9646	1020	595	5028	2811	1980	3801	502	1634	209063
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
February	'53	493	999	12606	1091	34895	5229	1413	24577	6047	4418	32492	2057	3929	1537	6059	23203	1602	748	6629	3981	3030	8997	895	1635	396558
	'52	364	1368	10980	1142	16738	4783	1485	18973	4647	3014	23250	1478	2646	1335	5248	19725	1428	393	7047	4127	2451	7289	857	1596	295459
	'51	573	1888	12394	1721	30830	7310	1851	29042	6513	5117	29962	2320	4218	2250	5174	24835	1961	813	9900	7439	3225	9593	1253	1968	430797
	'50	394	598	13905	1875	32724	7091	1948	25549	6744	1639	27564	2139	4362	2139	6445	29740	1807	764	8964	5958	3133	10344	1615	2063	408990
	'49	201	450	9939	845	22833	4531	1109	17596	3614	2901	20820	1271	2493	1145	3322	13829	1093	495	5939	4497	2050	7359	634	1546	258218
	'48	411	467	8708	1026	24466	4148	357	15208	3454	2924	17321	1209	2040	991	3296	13948	1016	494	5968	5300	1230	6561	634	1685	249781
	'47	297	470	7464	606	18641	3454	550	15798	2818	2599	16430	1530	2078	570	3160	8682	735	535	4200	4075	1870	4216	490	1195	214333
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
March	'53	733	999	20443	987	39680	10636	2049	33748	4813	5641	33943	1900	4734	1573	8099	26433	2303	851	7492	5922	3599	12403	1179	2553	486368
	'52	361	1329	11019	718	27286	6834	1310	22159	3213	3664	22466	1168	3042	1193	5348	15332	1471	623	6948	3975	2377	8157	764	2179	322857
	'51	593	1784	20199	1419	44078	10127	1960	36979	5622	7463	35990	1871	4841	1817	10020	22564	2302	988	7901	6990	4274	12623	1079	2743	512599
	'50	456	1455	15525	1056	44797	8935	1762	29306	5554	10729	31581	1833	4438	2123	13573	27170	2323	2151	9549	7213	3007	12823	882	2630	495885
	'49	472	2086	11390	843	32245	7097	1417	26433	3634	4644	21915	1567	3577	1614	10940	14364	1865	1822	6750	6231	2894	8238	1068	2307	360584
	'48	485	1747	10359	574	33345	5420	1206	20717	2738	3283	23678	1610	3001	1149	11347	13909	1305	1281	5870	5721	2132	6848	777	2792	311650
	'47	196	2206	7788	758	23459	3110	701	19302	2121	4443	18556	1137	2665	1130	11689	10010	1205	703	5631	4138	2099	5938	469	2386	264714
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
April	'53	712	2099	19391	2787	41098	8470	2299	34295	7171	5788	36612	2677	4464	1544	9325	24067	1896	999	10438	8325	3937	12221	1448	2538	528110
	'52	516	1584	14736	2041	37505	6578	1627	21898	5036	3432	23764	2210	3222	1397	4792	18494	1513	814	8750	4987	3314	7853	1141	1744	374288
	'51	558	2161	18169	1146	45195	8639	2271	27606	5751	5243	26524	2668	4334	1674	5075	23374	1846	1182	9644	6493	3950	11322	1096	2902	467313
	'50	616	1078	16805	2017	42787	8649	1851	31039	6905	5427	30485	2679	4493	1700	5218	21692	2485	1154	9811	7279	3339	10212	1341	2965	471215
	'49	458	687	11508	1299	39584	7112	1436	25117	5675	4884	26657	2460	3664	1468	5735	14916	2056	1710	8848	6332	2772	8809	957	2777	390932
	'48	491	490	11966	846	31207	5111	1229	17325	4283	3584	23418	3664	2435	1467	4363	12484	1167	1193	5633	4741	2354	7526	718	2300	330555
	'47	331	698	8544	906	28350	7369	521	19351	3371	2933	22810	1840	2624	812	4850	11292	1155	720	4528	4354	2507	7346	708	2131	290226
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
May	'53	628	2117	19917	2486	45133	9803	2070	33201	6825	6015	36837	2769	4451	2188	7536	31138	2254	1481	9769	8143	4124	12958	1270	2126	540575
	'52	571	1466	12932	1554	39119	6980	1890	25669	5230	4504	30831	2206	3948	1853	5050	23206	1787	987	7458	5953	2633	8963	960	1979	422217
	'51	417	880	17771	1399	41311	8778	2154	28149	5383	6138	38592	2544	4131	2431	4938	23611	1923	1719	9582	7059	3485	11474	1287	2300	470446
	'50	655	1816	17570	2272	44666	9799	1841	32937	6639	6193	29101	2248	5027	2776	7445	20947	2315	987	11252	7984	3365	10570	1677	2255	488363
	'49	892	1349	13646	1997	40331	7387	1509	24741	5486	5204	32323	2293	3908	1768	5660	28288	1955	1541	10133	6696	3495	10521	986	3006	446251
	'48	373	730	8458	743	23357	4286	928	14129	3128	2501	19389	1124	1903	952	3442	14177	959	346	5226	3640	1693	6143	600	1950	255638
	'47	700	950	10836	1087	24095	6261	1076	18202	3684	3056	19153	1515	2393	1152	5101	11609	947	600	5562	3469	2133	6842	564	2089	286719
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
June	'53	674	1734	18523	2145	53337	9274	1613	32115	6419	6624	38349	2729	4794	1648	7046	30410	2183	1072	9854	7085	3900	13979	1302	1836	542193
	'52	619	1353	16289	1554	33431	7754	1284	25518	5951	4618	31058	2152	3745	1573	5995	23491	2072	845	9017	5749	3366	10331	1022	2207	423655
	'51	597	1390	16209	1141	40582	7178	1710	28048	5646	6077	36514	2248	4885	2263	6098	25012	2163	904	9744	5309	3935	11213	941	2147	454665
	'50	802	3300	17077	1683	51878	11375	3378	39251	7649	5084	48137	4778	5368	2595	11708	25459	2952	1408	13248	8791	4712	13332	1501	3254	583922
	'49	482	1389	12843	1444	38354	6733	1880	28609	4967	4702	30447	2641	3495	2816	6168	19859	1781	750	8682	6547	3332	9555	1058	2776	432470
	'48	417	785	8721	754	24253	3906	801	15467	2969	2538	16413	1199	1892	884	3883	12038	1119	648	5089	3026	1846	5792	518	1408	246926
	'47	389	839	7190	700	22871	4492	1083	18116	3356	2929	19190	1464	2534	1067	4322	15024	1073	825	6140	4953	2009	6000	588	1938	260863
(All of first half)	'46	528	962	16711	962	49022	8675	1929	36338	6490	4011	38294	2696	4886	1753	9375	23914	1826	1112	6002	6469	3977	11655	1135	3518	493299
July	'53	775	1722	19780	2175	47291	10027	2480	33300	6572	5395	42413	2614	4652	2141	7842	31756	1958	1824	9858	6373	4513	10559	1078	2099	533783
	'52	440	779	13541	1218	28745	6768	1711	19253	5615	7011	28345	1698	2804	1576	3954	24690	1208	854	7281	5230	3143	8281	958	1840	340454
	'51	539	1185	13710	1230	31737	7792	2263	25505	5471	4366	31848	1860	3532	1783	5090	21855	1796	811	8417	5974	3859	11066	1130	1791	406333
	'50	872	1965	20091	2533	53977	10992	3668	38347	10246	4765	43112	3144	6075	3107	11243	38376	2874	1194	13361	10016	5030	10481	1794	2482	609926
	'49	678	1148	12626	1460	40828	8867	1786	25834	5777	5137	31519	2103	3929	2167	6893	20585	2129	1046	8597	6189	3805	9969	1046	4043	448477
	'48	391	873	8198	1340	30487	5068	1433	19096	3630	3328	21171	1613	2450	1278	4693	13662	705	708	5966	5086	2370	6793	748	2496	291206
	'47	482	795	7239	905	24012	4464	1259	18275	3450	2767	19460	1430	2336	994	4488	12564	1070	607	6944	4066	1932	6307	705	1928	263167
	'46	245	435	5682	606	16857	2053	435	12970	1587	1429	12733	937	1486	631	1821	10177	463	413	2832	2092	1161	3058	246	1459	172961
August	'53	595	1489	19086	1696	40584	9737	1753	30689	6568	4540	40419	2247	5029	1900	7826	29842	1902	1144	9061	5522	3698	11857	1173	1750	502430
	'52	312	725	5498	1476	18133	3440	1101	13572	3079	3861	14887	742	1708	908	2584	11698	1210	479	3995	3306	1526	6440	506	933	215668
	'51	498	1327	16350	1334	35732	8014	1720	26043	5817	3680	37010	2065	3674	1900	5917	25124	2076	815	9217	5791	3324	11333	993	2247	424422
	'50	753	1913	20795	2397	55993	13311	2469	35611	8610	3929	47996	3231	5534	2791	9429	56924	2958	1233	14174	9670	5289	15999	2479	3609	683995
	'49	754	1369	17520	1891	38427	7473	2309	28302	6352	5704	38671	2516	4667	2172	7472	25075	2114	1211	9969	6630	3808	14200	1204	2164	478556
	'48	419	1052	10622	789	32382	5583	1198	20597	4158	3811	25728	1294	2797	1152	5168	14397	1638	793	6916	5051	2573	7906	778	2418	317788
	'47	422	714	6155	810	28039	3940	1700	19408	3307	2633	17408	1501	2116	561	4116	12402	1019	631	5229	3750	1638	5520	620	1686	264866
	'46	200	781	7473	482	19414	2209	651	13704	2703	1965	14402	1141	1790	550	4904	7538	579	462	3336	2951	1453	4839	351	1853	199316
September	'53	629	1420	15615	1687	33497	10275	2403	28789	5697	5401	40182	2411	4275	1843	7385	23274	1538	980	9320	4581	3568	8958	986	1846	453806
	'52	496	968	10570	1288	27948	6270	1302	19666	3882	4127	20071	1508	3024	1365	4844	18638	1433	696	6507	3896	2276	5436	918	1765	318870
	'51	524	1244	14742	1659	33452	8178	1882	23558	6370	6374	28837	1810	3456	1634	6301	21461	1743	868	8087	5760	2968	8417	1021	2533	406217
	'50	693	1535	21695	1775	52153	9939	2231	38857	8419	7969	36039	2908	4781	2331	8959	41649	2474	923	11589	7505	3802	14249	1802	3743	625755
	'49	649	1652	14831	1523	37712	10164	2964	30109	7309	5286	31933	2147	3588	1982	7089	24555	1820	1113	10240	7272	3416	11279	1135	2398	459647
	'48	434	828	11715	995	25377	4832	1368	16080	4003	3416	21911	1453	2083	1383	4638	14488	1255	563	6575	5047	2172	7647	724	1858	296339
	'47	407	829	8967	617	32639	4583	1014	16889	2946	2700	18371	1387	1759	786	4006	9950	975	628	5587	4089	1592	5721	343	1919	251655
	'46	276	644	7786	626	18713	2310	810	13166	2888	3808	16047	1175	1587	809	3114	13044	800	474	3966	3218	1630	4891	473	1186	219281
October	'53	731	1577	19507	1999	47601	9890	2657	33406	6140	4963	36816	2448	4295	2239	6216	24229	1654	1034	10322	5943	3867	11676	982	1927	504697
	'52	583	1153	14982	1262	28348	7089	2021	23709	5535	4412	26418	1711	3728	1634	5853	21448	1565	795	8224	5288	3104	8836	870	1608	383385
	'51	580	1097	11987	1458	28768	7875	2090	22174	5036	3911	26163	1475	3454	1830	4584	19708	1349	1137	8006	4679	3114	9676	995	1782	373162
	'50	598	1723	18473	2064	47702	11772	2886	35218	6963	9684	40943	2785	4988	2621	8435	26335	2266	1247	10952	7703	4331	18288	1744	4425	580373
	'49	520	1541	14212	1954	39533	8756	2916	28167	6220	5218	29510	2279	4981	2105	8217	21834	2043	1265	10697	7035	3189	8195	991	2258	465765
	'48	475	905	9371	922	28853	4977	1506	20138	3532	3027	19131	1277	2464	1155	4786	15244	960	705	5747	4321	2136	5745	641	2227	291442
	'47	277	908	11573	828	28947	4511	1059	18496	3233	2778	20387	1835	2471	1026	4768	13196	923	913	6465	4489	1948	7196	680	2026	281428
	'46	305	791	5589	701	21978	4038	760	14847	3076	2409	17589	1424	1958	845	3666	10791	959	608	5372	3423	1782	5849	484	2162	225180
November	'53	567	1008	17295	1695	36552	9768	1701	27566	6258	3935	29272	2101	3524	1579	8451	22462	1645	970	8748	5262	3564	11788	931	2804	405311
	'52	454	826	12396	1291	34281	7519	1686	22570	6171	4761	24433	1576	2778	1558	5121	20263	1760	756	7521	5319	2667	8003	904	1681	360256
	'51	374	726	11670	1602	25470	6457	1756	19288	5198	3339	25276	1509	3004	1510	4832	23674	1547	645	7403	4443	2802	8007	849	1526	332099
	'50	491	1274	16886	2098	41461	11676	2311	25000	7141	6416	32750	2286	3472	2152	7228	27891	1648	770	10435	7261	3297	13993	1027	2120	444193
	'49	522	1432	18067	1708	33311	9186	2804	22549	6785	4475	24969	1910	4565	1973	7072	24248	1976	837	9455	6874	2803	11938	744	2134	409702
	'48	361	851	11115	913	28926	6232	1242	20791	4262	3762	22628	2260	3164	1347	4644	14491	1176	812	6673	4427	2412	8319	861	1911	313230
	'47	499	725	12761	839	24972	4714	673	16591	3610	2942	16920	1527	2885	992	4702	12245	856	665	6218	4055	1420	5482	607	2048	258934
	'46	224	654	7843	638	26578	3855	768	16672	3038	2070	15445	1320	1823	483	4108	12224	685	546	4110	2750	1674	4921	500	1904	230424
December	'53	687	1460	14362	1547	34508	8725	1523	23161	8432	3633	30261	1981	4730	1513	6399	27193	1211	774	9183	4717	3104	9488	1046	1961	413937
	'52	744	1442	14163	1013	30248	7763	1215	24720	4995	4817	37304	2028	4047	1432	5765	20328	1589	887	8661	5760	3033	9954	1225	1876	399906
	'51	362	1021	11001	1924	24882	7062	1314	16845	7888	4064	23167	1443	3964	1130	4599	18019	995	712	6298	4253	2350	7178	800	1380	310084
	'50	919	1454	19631	2012	35327	8717	1769	29638	11585	7798	45401	2475	5428	2314	7515	23512	2107	859	8958	7914	3310	13475	1397	1942	552259
	'49	514	1246	18732	1582	29924	10770	1467	28313	7792	3591	30291	1740	4003	1787	5205	20348	1489	813	8285	6160	2517	12906	1539	1790	414579
	'48	345	1066	11515	1178	26814	5438	1192	20985	6115	3762	29089	1633	3710	1367	5071	13941	1461	744	7499	4768	2278	6987	957	2149	311419
	'47	271	1061	12618	637	24062	6241	1609	19724	5584	2972	26886	1696	2809	1063	4546	13160	1300	742	5903	3462	1754	6747	773	2206	312263
	'46	327	832	12700	670	30508	7508	693	16992	4728	1828	23185	1359	3105	1210	3701	10381	968	552	5955	4662	1755	9395	645	1966	274735

DASHING 88

Breath-taking beauty . . . record-breaking performance . . . longer, lower, lovelier in every line! Dramatic panoramic windshield, sweep-cut styling, ultra-smart interiors eloquently express its more-powerful-than-ever "88" personality!

OLDSMOBILE

Blankets the field with three great new cars for 1954!

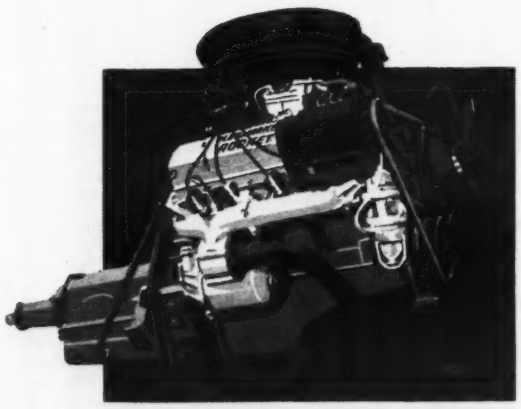
POPULAR 88

THERE'S A "ROCKET" FOR EVERY POCKET!

The car you can look over . . . but never overlook! Same long, low-level styling . . . same sweeping panoramic windshield! "Rocket" power to spare! Value with a new flair . . . beyond compare!

"Dream Car"
NINETY-EIGHT

Truly a contemporary classic . . . from the sophisticated simplicity of its grille to the regal sweep of its rear deck . . . here is beauty, luxury, performance that outdoes the most discriminating dreams!



ALL POWERED BY THE FABULOUS "ROCKET" ENGINE!

Flashing 185 horsepower (170 in the "88") with dozens of refinements! Record-breaking performance proved at Monarch Pass . . . exceptional economy proved at Indianapolis Speedway! The latest and greatest version of the world's most famous high-compression engine... proving again *your smartest deal is Oldsmobile!*

OLDSMOBILE DIVISION
GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

Total Passenger Cars in Operation, Makes by Year Models

(As of July 1, 1953)

	July 1 Total	1953	1952	1951	1950	1949	1948	1947	1945-1946	1942	1941	1940	1939	1938	1937	1936	1935	Prior To 1935	Year Not Given
Allstate	1631	448	1170	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	13
Buick	3184038	221170	285476	381609	627896	304806	198410	230821	127953	60327	253540	185896	103726	65862	73187	34046	7038	16283	5992
Cadillac	634446	54192	82532	98859	95455	84350	47609	52078	24197	12575	51195	9893	7526	4189	4377	1963	442	1657	1357
Chevrolet	9644383	637773	799912	1179948	1332092	1008237	684188	636182	378658	199015	822626	588057	388174	239769	315455	204030	73095	136090	21082
Chrysler	1171348	89863	90179	137113	163160	132189	100716	90676	64417	22928	111396	60430	36380	19440	26790	10423	4302	8160	2786
Crosley	54870	.....	2718	5147	6313	7390	20080	10985	1053	314	277	146	153	.....	.....	.....	.....	.....	294
DeSoto	890556	68597	82329	96258	126364	103218	78076	68823	53170	16320	68208	44430	29659	15357	22726	7697	2871	4639	1814
Dodge	2538895	187424	219418	257550	326631	280178	201287	208384	139019	50241	168473	138307	102617	48417	96084	62532	23430	22947	5956
Ford	7520535	496763	633162	945637	1160364	1027921	239986	386152	398257	124926	509015	371814	231912	112169	180111	164806	95598	425055	16887
Frazer	129995	.....	.....	8994	2008	20666	44069	52802	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1456
Henry J	95353	9672	20047	64029	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1605
Hudson	865855	38309	65820	118854	114207	143682	97562	69220	64997	18825	45225	33018	14867	8005	15598	7901	3165	4611	1989
Kaiser	396865	18032	30856	121889	18964	68938	82265	53718	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2203
LaSalle	44269	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14821	11268	5304	8341	2114	896	1058	467
Lincoln	238035	21423	24905	29016	27142	63015	7750	16199	11127	3410	10297	8572	6067	3196	3364	1178	124	637	613
Mercury	1474477	115562	161405	286159	280549	270798	47685	76521	70712	16434	64220	49695	30245	.....	.....	.....	.....	.....	4492
Nash	1081121	64493	129504	202554	156898	117819	96246	84907	75531	17963	46038	29503	17585	10133	17359	6477	1885	3933	2293
Oldsmobile	2276023	159627	200038	268101	382634	265440	157993	169343	100207	41890	179982	120201	67474	34977	63418	37183	14503	8108	4904
Packard	670353	47084	59120	89138	65787	84515	77543	36850	28232	19554	42133	45511	19608	14368	25069	8100	2710	3366	1665
Plymouth	4656949	350351	349696	535653	553828	538676	328287	312674	213749	96455	393659	282044	206466	110193	168678	105505	46536	54656	9843
Pontiac	2776897	208234	256708	345106	424951	288971	223083	204965	120118	59178	234556	144994	82540	42635	80045	31288	11678	12173	5674
Studebaker	1432153	65498	158728	234259	305530	120546	157105	128413	18553	29529	79245	49169	33279	12823	19249	8041	3154	5931	3101
Willys	224699	25931	34974	23327	24325	19888	22062	19481	10298	6986	10322	9542	3128	2807	5741	1292	733	2875	987
Miscellaneous	198603	20170	31356	32353	24352	14561	19652	4560	2853	1977	4746	3556	3597	2384	4747	3525	2136	12587	9491
TOTALS	42202349	2900616	3720053	5461553	6219450	4965804	2931654	2913754	1903101	798847	3095153	189599	1396271	752028	1130339	698101	294296	724766	106964

—Compiled by R. L. Polk & Co.

Total Passenger Cars in Operation, States by Makes

As of July 1, 1953

STATE	Total	Allstate	Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Frazer	Henry J	Hudson	Kaiser	La Salle	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc.
Alabama	584851	65	34446	5397	171282	10456	881	7317	27600	134529	1421	1568	9087	4366	325	2923	22399	10346	21658	5943	59474	31587	17108	3556	1117
Arizona	241343	150	18580	4334	56084	7294	435	4963	12833	43531	815	581	5739	1981	315	1645	9,81	6134	12234	4148	24667	14046	10162	621	972
Arkansas	310273	57	17076	2521	88580	5278	317	4542	15530	72785	825	842	4342	2730	113	1101	10407	6209	11448	2824	34208	17085	8713	2207	533
California	4337250	41	345614	109244	892472	142893	5126	112652	250038	728237	11443	5441	94857	30931	8805	34400	164180	105923	247141	77849	428161	281338	191710	29942	38812
Colorado	451514		35277	6487	109986	14228	618	7858	25074	80499	1507	545	12497	3160	504	3207	18586	12093	22970	6793	45719	26383	13595	2459	1469
Connecticut	699889	5	60999	14003	136553	21916	1103	16642	48017	95268	1381	2274	14524	5491	1556	4408	23380	18907	44621	16263	81077	54907	23610	6914	6070
Delaware	110636	1	8925	1722	25964	2664	114	1938	6464	17314	297	12	1832	1582	184	645	3121	2295	7733	1820	11273	8585	5197	298	656
Dist. of Col.	176323	1	14954	4035	32039	6196	138	3721	13219	23508	378	631	4046	1257	251	1292	5447	3731	12366	3653	25883	11923	5592	692	1370
Florida	943463	72	75557	25365	186497	28844	3755	18485	56470	166240	3112	4190	20381	8582	1266	9163	40028	23574	51675	18134	99575	56960	30918	6458	8162
Georgia	749430	7	47484	8846	194248	13405	992	9373	36301	192196	1220	2155	10075	4211	502	3762	30952	11253	30544	8228	73177	42442	21391	3110	3556
Idaho	192046	2	14651	2189	45286	5398	111	3939	10602	32465	990	182	5467	2274	105	1179	7204	6026	9852	2600	18853	10922	9428	1608	713
Illinois	2488645	11	216997	44564	504089	72971	3014	57759	159522	376079	11405	4443	69533	30805	1857	14819	90514	84500	140911	43974	289026	168179	85561	9058	9054
Indiana	1224312	8	89469	13462	291413	31566	2152	25650	68663	201114	4691	2749	29575	13817	796	5745	35269	33370	63270	16559	142129	80291	64321	4621	3612
Iowa	833326		51711	6213	222675	20194	734	13026	46362	174563	4410	841	15375	10415	387	3185	27976	19640	36590	9190	91254	47629	26748	2939	1269
Kansas	674280	3	42615	5259	183666	15640	956	10092	34654	139556	2979	1441	14832	7153	200	3018	23772	17577	30523	7838	69249	39713	20047	2568	929
Kentucky	608233	2	39573	5417	173055	14106	921	8875	32990	120904	1685	832	9936	4813	463	2060	16519	13027	29046	7327	68105	37264	16856	3203	1254
Louisiana	554806	33	34920	6651	141518	11425	909	8911	29433	121410	1597	1381	7895	5569	224	2848	20528	9841	23622	6436	61639	33020	20316	2560	2120
Maine	214130		16064	2539	51349	5068	289	4212	13372	34561	543	689	5365	1874	355	982	5818	5408	12507	3352	24476	16720	6111	1519	957
Maryland	583863		42916	7000	135622	17270	685	11931	38046	89135	1528	2519	12860	5419	619	3168	17351	15334	30791	11150	74148	39925	20180	3161	2105
Massachusetts	1196353	6	97230	18364	232357	34613	1724	30369	81564	176558	2303	2633	24365	8194	2179	6865	37131	35685	90208	21207	152205	92346	37489	3909	6849
Michigan	2178829	8	162739	29495	474064	50160	1790	40092	121176	453473	8256	5695	54604	28053	1227	12669	85443	58485	119471	30646	215276	157407	54493	8162	5945
Minnesota	955519	1	62347	8305	236629	26608	654	17582	49587	195305	3616	1449	18806	11601	688	3694	31165	25012	42187	13671	108533	57377	35269	3368	2065
Mississippi	334100	35	20859	3010	92689	6964	487	4061	14161	82775	707	923	3901	2369	116	1432	11816	5921	11807	3107	35790	18780	9837	1369	1184
Missouri	1052086		66236	10872	286857	23205	1371	20063	55261	196379	3083	1926	16816	9012	720	4675	35702	32558	49235	13980	125977	58532	29708	6104	3814
Montana	180028	2	12423	1930	44376	5235	114	3084	10221	32630	746	306	5157	1907	92	1036	6737	4737	9613	2649	17950	9278	7876	1658	271
Nebraska	447148		27140	3245	124079	11523	274	5514	20271	107213	1650	561	6235	4033	134	1796	15641	8004	16594	4520	47356	25027	14096	1515	727
Nevada	68024	1	5491	2369	12563	2795	64	1746	3718	10878	216	82	1422	457	128	796	2933	1544	3703	1534	6840	4618	3122	567	437
New Hampshire	138288		10131	1535	32646	3159	172	2517	8752	23027	288	408	3559	1173	186	626	3986	3965	8188	2269	15182	10468	4102	868	1081
New Jersey	1421693	5	129101	27745	277911	48823	2168	34963	103939	174428	3836	5345	31673	14201	2676	9076	49644	34372	90110	30776	163043	122056	46664	9650	9488
New Mexico	178882	3	12831	2391	45841	4856	313	2759	9000	33340	668	269	3353	1590	127	1252	8166	3953	8081	2560	17336	10283	7220	1746	944
New York	3457750	18	323940	69330	644461	120256	4203	102839	275751	432062	10008	9449	71986	34131	5745	21484	111317	93556	237228	71042	401062	267283	106196	18626	25777
North Carolina	852522	56	51981	7785	229403	14352	977	11580	38674	217529	1900	2768	11820	6119	553	3494	31821	12628	34900	9309	82172	53771	23053	3920	1957
North Dakota	179004		9464	1048	48986	4620	117	3027	7905	43561	731	182	2511	1874	24	621	5993	3603	6236	1768	21046	9136	5554	648	349
Ohio	2485582	4	197642	35121	544397	74960	3814	59353	164129	399236	8417	6263	55622	27660	2123	13011	83897	63639	141569	39904	287387	178629	77068	13808	7929
Oklahoma	624600		40275	7185	169842	12558	555	9526	29070	150011	1506	612	8705	3383	388	3206	25197	12325	27813	6350	59149	37464	16719	1622	1139
Oregon	614418	5	44311	7338	141351	18473	759	14744	35817	103998	2324	1270	13446	6105	749	3958	20128	18536	31991	10471	63741	38769	24943	5356	5835
Pennsylvania	2699752		211198	35336	569235	91665	2665	71590	187939	387330	7330	8372	56894	30051	2819	13951	81446	76832	153109	57142	353619	177936	93625	21367	8301
Rhode Island	219820	1	16339	3647	46711	6329	327	4891	14395	32832	478	549	4198	1788	359	1113	6677	6739	15708	3682	28173	15602	7212	782	1288
South Carolina	496744	2	25855	4529	141610	6952	409	5769	20686	142408	619	1501	6967	2353	273	1945	17676	7917	18945	5221	42983	27184	11445	1971	1524
South Dakota	200336		11985	1246	53794	4688	120	3022	10528	44159	1190	311	3339	2529	86	848	7929	4410	8109	2607	21786	10136	6126	949	419
Tennessee	660215	106	42976	6745	185434	12812	1619	9894	36482	140232	1294	1398	9773	4244	355	2447	19870	12455	26527	7444	74697	39552	19332	2987	1540
Texas	2211349	678	148637	33199	566875	47876	2719	29000	117825	501039	5158	2999	29827	14503	970	12563	98368	39263	103173	22833	215657	125310	73681	8583	10613
Utah	213841	89	16507	3148	47581	6163	219	5253	11398	36353	829	262	6269	2211	180	1390	8684	5891	11568	3197	20114	14424	9612	1161	1338
Vermont	92821		7718	936	21081	2533	163	1801	5901	14348	263	301	1830	934	146	362	2323	2700	5576	1964	10810	6898	2526	1268	439
Virginia	750098	145	49780	7681	184830	17694	1160	13620	41531	154205	2045	2544	14105	6560	424	3618	23901	13312	33875	11031	91714	45497	23918	3771	3137
Washington	772294	1	55988	9747	172468	23802	891	19922	47067	128617	2842	1234	18010	7875	893	3952	22893	23898	45408	12994	84150	46949	33506	4185	5002
West Virginia	397122	1	27217	3466	103201	11200	987	6788	25575	70377	1274	1010	7114	3359	332	1725	11016	8781	18243	6481	51088	23383	11113	2693	698
Wisconsin	1044279	6	78657	11210	245796	26445	698	21390	60040	174024	3806	1331	22754	11397	700	4180	30401	52892	62626	14380	110146	68346	35959	3545	3530
Wyoming	100239		8212	1240	24937	3217	87	1911	5342	18314	385	84	2576	769	50	682	4044	2320	4720	1533	9874	5517	3125	1047	253
TOTAL	42202349	1631	3184038	634446	9644383	1171348	54870	890556	2538895	7520535	129995	95353	865855	396865	44269	238035	1474477	1081121	2276023	670353	4656949	2776897	1432153	224699	198603

—Compiled by R. L. Polk & Co.

Total Trucks in Operation, States by Makes

As of July 1, 1953

(90% of buses sold are included in tabulation. Cross-country transit buses not included.)

STATE	Total	Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	FWD	GMC	Hudson	Int'l.	Kenworth	Mack	Plymouth	Pontiac	Reo	Sterling	Stude.	White	Willys Overland	Misc.
Alabama	169771	121	71	64038	30	383	233	18085	166	42697	1	13705	56	15615	3	1244	273	39	606	49	5334	1685	4689	648
Arizona	69101	114	8	23075	98	180	162	7799	67	17345	43	5667	60	5944	115	192	344	53	336	52	2561	417	3876	593
Arkansas	140505	10	1	52437	24	286	4	12535	55	38484	3	12331	30	11410	2	206	259	22	359	1	4809	541	3744	2952
California	723133	2689	87	204114	1067	3093	3037	90222	1048	185767	598	58800	996	57757	2109	4083	6382	1542	3255	1053	24143	5914	27521	37856
Colorado	133309	193	9	45105	97	979	241	13151	149	33987	184	10355	94	14095	181	536	707	60	535	22	4322	735	6670	902
Connecticut	97776	1035	781	27208	50	1283	1137	12116	804	23485	61	6236	103	11887		2515	664	91	967	66	2960	1288	1589	1450
Delaware	24683	186	50	7824	179	130	134	2485	29	6117	17	1651	3	2765		228	107	181	116	7	693	209	805	767
Dist. of Col.	23497	225	88	6511	6	193	638	2877	101	5333		2278	18	2821		326	80	39	278	31	360	465	547	282
Florida	204307	261	44	63477	307	1033	580	23886	213	55369	4	12944	111	16672	2	2906	944	105	1274	1	8210	2371	12221	1372
Georgia	203397	21	19	70427	63	482	140	21592	117	60707		13582	61	18568		1400	395	90	716	1	7048	1664	4865	1439
Idaho	74683	51	2	23556	10	592	62	7726	118	16829	7	6879	64	9257	358	341	243	34	401	24	3670	338	3682	439
Illinois	350777	869	64	108488	69	6602	2339	41963	716	77358	117	22283	230	53518	2	2424	850	202	2444	111	11362	5142	9666	3958
Indiana	252824	193	125	77650	166	1539	1221	29640	374	61221	31	16277	226	34971	1	1000	1372	149	1535	11	11974	3640	7607	1901
Iowa	201305	48	3	68696	24	1752	393	20336	121	51607	154	10339	125	31024	4	701	688	63	973	5	6907	1066	5401	875
Kansas	214042	29	10	79842	94	1424	270	18888	284	56440	103	14563	146	26973	3	208	963	103	806	1	6508	1065	4605	714
Kentucky	166843	76	8	59191	75	877	282	17045	305	40220	14	12612	74	18904	1	554	545	111	839	1	5190	1117	7900	902
Louisiana	150635	60	6	51485	80	802	180	14003	92	43317	23	11353	35	14908		689	255	43	413	3	5769	1016	4184	1919
Maine	62619	99	142	20017	6	158	192	6578	151	16267	13	4943	45	6983		871	210	60	314	49	1999	372	2439	711
Maryland	100577	539	748	32276	28	442	834	13931	397	23320	5	6354	67	11812		1502	382	69	778	27	2558	1736	2128	644
Massachusetts	169439	2789	1764	43358	57	1923	2891	21739	643	42748	136	10627	142	18155		4315	691	207	1560	755	5010	4023	3947	1959
Michigan	286682	425	106	91163	96	1253	2944	37908	1032	86938	15	19595	364	22478	1	1363	903	264	2451	20	8053	2144	5674	1492
Minnesota	213959	208	5	67277	63	1634	728	22128	667	60567	262	11801	128	30593	25	969	957	114	931	15	8142	1627	3845	1263
Mississippi	149616	8	8	56770	22	294	10	13475	63	39879	7	14413	33	13231	1	440	289	29	204	1	4776	425	4524	714
Missouri	263734	306	15	95012	89	1620	1177	28325	345	63227	11	22900	120	29443	20	1405	936	101	1073	8	7570	3151	4817	2063
Montana	78756	26		24991	8	663	49	7330	129	18973	141	5586	36	10824	243	122	217	19	391	5	3135	340	5073	455
Nebraska	139803	76	5	46028	39	1626	92	11004	150	38180	79	8823	49	19951	82	377	448	56	444	2	4892	1159	5472	769
Nevada	20640	31		6063	10	99	15	2574	22	5345	28	2077	16	1979	78	103	134	13	47	21	914	55	851	165
New Hampshire	31552	79	83	9296	15	113	151	3581	79	8420	29	1901	20	3044		779	188	81	268	40	768	259	1613	745
New Jersey	194876	2337	3393	53035	50	2272	2652	23206	1112	43449	108	15994	187	21532	2	6587	864	352	1243	96	5122	4146	3185	3952
New Mexico	61872	59	8	24350	40	242	22	6138	85	13795	43	5880	12	5018	63	550	219	37	193	6	2546	416	1758	392
New York	428350	5171	9429	108098	238	6505	4329	59508	2147	87602	795	30301	302	50365	1	16665	1603	401	3796	425	11290	9134	13483	6762
North Carolina	212725	328	36	81254	92	391	507	23245	177	54929	165	12723	96	15635	3	2328	558	97	567	24	7579	2098	6494	1399
North Dakota	85698	12	1	27715	15	541	34	7824	159	24316	65	4505	27	14724	1	134	259	13	260	1	3048	131	1558	355
Ohio	353510	1046	212	103742	303	2089	3156	46564	1073	86589	52	22423	311	43102	3	3240	1465	323	2559	11	11352	8773	12039	3083
Oklahoma	216261	74	4	77447	158	380	404	21344	141	60801	127	14934	72	23393	36	480	587	185	802	3	6241	1641	6082	925
Oregon	140070	340	50	37696	146	1812	315	18232	1167	29408	220	14412	176	18078	1327	1830	630	71	806	290	5074	2054	3839	2097
Pennsylvania	441611	3251	4985	122348	141	4124	3754	63022	1341	100860	297	30512	275	54665	1	8894	2517	412	3821	444	14148	8744	8954	4101
Rhode Island	31906	752	140	8542	20	291	586	3945	70	8336	16	1775	30	3606		657	191	31	214	69	852	484	896	403
South Carolina	116585	70	13	44504	36	202	123	12637	70	33735	27	7529	58	8272		999	323	29	370	8	3511	920	2750	399
South Dakota	74384	6	1	22308	29	757	59	7678	110	18521	73	4432	32	12891	38	109	278	13	308	1	2709	179	3574	278
Tennessee	177095	29	44	65801	78	500	281	20274	331	43021	4	15348	61	17988		1156	398	71	510	15	5837	1797	2152	1399
Texas	625356	409	31	228739	305	1796	1068	61769	328	172994	100	49246	224	54503	155	2172	1382	275	1570	4	20460	5700	18971	3155
Utah	50196	18	2	15435	57	388	147	4888	131	11873	54	4819	36	5836	186	347	202	56	208	42	1729	445	2203	1094
Vermont	25942	22	123	7283	5	119	37	3199	45	6026	18	2048	11	3152		300	110	22	193		754	93	2053	329
Virginia	168869	402	185	60920	80	602	729	19373	301	45764	159	10448	75	15303		1111	583	106	511	4	5140	1149	5254	670
Washington	173465	105	6	48725	61	1209	686	22860	219	41577	88	14491	243	22381	918	1322	964	125	937	163	6050	1558	6506	2271
West Virginia	120457	160	368	38297	112	584	376	15266	420	28907	196	8989	75	10451		840	738	92	651	6	3255	1196	8733	745
Wisconsin	232016	175	8	77138	100	1882	1349	23405	374	61957	841	13892	238	29702	5	808	1821	178	1395	185	6607	2075	5307	2574
Wyoming	43365	17		14339	10	352	22	4071	23	9949	65	3481	27	5399	44	128	106	21	109	1	1411	283	3301	206
TOTAL	8692574	25550	23291	2793091	4948	58493	40772	991370	18261	2206556	5599	629057	6020	951578	6024	82456	36224	6850	45337	4180	284352	96980	269047	106538

—Compiled by R. L. Polk & Co.

"SHE'S ENGAGED EVERY 30 DAYS"

. . . and you may be the man! The nicest thing about this gal is that she won't ask you for a cent . . . your wife will love her. In fact, the lady is like money in the bank. But, what has this exciting woman to do with car care and service department profits? Plenty! The Alemite representative will call and give you complete details about the hottest idea to come down the pike in years! Then, you'll be *sure* to watch for an important lady in your life—in Alemite national advertising for 1954.

There's a Woman in Your Future!

So, keep your eye on

ALEMITE in 1954

REG. U. S. PAT. OFF.

ALEMITE LUBRICATION

A PRODUCT OF SW STEWART WARNER

1826 Diversey Parkway, Chicago 14, Illinois

Total Trucks in Operation, Makes by Year Models

(As of July 1, 1953)

	July 1 TOTAL	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	1937	1936	1935	Prior to 35	Yr. Not Given
Autocar	25550	959	1505	1941	1731	1356	2309	3627	3727	1711	846	130	584	1507	839	729	452	501	295	155	533	113
Brockville	23291	1091	1670	2183	2135	1351	2388	3250	2751	1477	734	57	184	1197	649	596	377	364	335	126	285	91
Chevrolet	2793091	148719	250495	351966	375457	312208	277708	184615	223774	25884	11375	2106	64814	136789	102078	72592	47978	70857	50963	24223	46726	11764
Crosley	4948	—	408	498	391	373	1615	1309	46	21	14	1	54	37	27	26	10	11	9	6	13	79
Diamond-T	58493	2248	3303	4249	4762	4112	8981	8324	3905	2225	965	183	911	2922	2399	1751	1342	1925	1575	795	1288	328
Divco	40772	1463	2848	3964	4335	3525	5706	5633	4140	1658	259	112	591	2275	1434	1206	767	170	229	88	140	229
Dodge	991370	56090	98304	90133	104039	104285	102793	105308	94715	16080	5383	1679	25681	49984	30736	25081	13428	20772	22283	9781	10129	4686
Federal	18261	485	815	1012	997	853	2666	3772	2553	1106	489	239	470	566	424	297	197	301	306	180	427	106
Ford	2206556	84293	187074	250591	300697	188930	210600	153298	144876	34089	13533	7213	50390	10727	77583	53879	36666	58752	54552	39397	136268	13148
F. W. D.	5599	152	347	438	265	256	484	1137	687	320	96	28	106	188	116	121	117	179	168	109	207	78
G. M. C.	629057	50412	77048	87767	991197	67141	68155	41555	21126	8743	3907	1868	15278	26217	17740	11888	6292	12912	5427	1109	2077	3198
Hudson	6020	—	—	—	—	—	—	—	—	—	—	—	—	607	390	213	170	333	172	78	231	3826
International	951578	51771	94814	94479	84482	93189	110010	102550	72597	21639	10590	2767	19084	54415	36254	26691	21027	19831	15010	8002	8405	3971
Kenworth	6024	444	818	776	696	384	472	503	430	336	125	37	85	215	173	87	71	74	66	45	137	50
Mack	82456	3410	6914	9444	8623	5823	7721	10456	3529	3525	1973	279	1602	5357	3516	2639	1511	1458	904	406	2994	472
Plymouth	36224	—	—	—	—	—	—	—	—	—	—	—	366	6753	6472	5387	3333	6417	1662	1082	1953	2799
Pontiac	6850	603	858	1398	1644	1355	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	992
Reo	45337	2134	3089	3202	2850	3074	8842	7434	6317	1772	342	131	814	808	183	261	709	774	441	427	1491	242
Sterling	4180	129	231	341	329	207	338	490	439	299	178	30	158	207	198	127	72	80	74	34	190	29
Studebaker	284352	14733	28024	33002	37069	70709	26225	35232	21986	2361	1214	472	1545	4011	1035	1134	724	1675	569	265	991	1376
White	96980	6396	10084	11711	11179	6637	9797	11095	7671	4663	2126	753	2010	4260	1722	1217	974	1326	1073	387	1377	522
Willys-Overland	269047	10964	15722	29297	27612	31566	63640	35687	30583	3482	1529	2499	5616	2665	2015	737	953	1330	419	291	631	1809
Miscellaneous	106538	4370	6968	8362	10041	8719	8265	7268	5701	2108	965	525	1870	3435	2892	1935	1623	3019	2229	1141	8859	16243
TOTALS	8692574	440866	791339	986754	1078431	906053	918715	722543	651553	133499	56643	21109	192213	415142	288875	208594	138793	203061	158761	88127	225352	66151

(Includes 90% of all busses operating.)

Liens and Title Laws

Source of Information Regarding Liens on Motor Vehicles and Whether or Not Title Is Issued

ALABAMA	—County Judge of Probate of residence of owner.	—No Title
ALASKA	—Motor Vehicle Dept., Dept. of Taxation, Juneau, Territory of Alaska.	—Title
ARIZONA	—Motor Vehicle Div., Phoenix, Ariz.	—Title
ARKANSAS	—Motor Vehicle Div., Little Rock, Ark.	—Title
CALIFORNIA	—Div. of Motor Vehicles, Sacramento, California (Search fee 10c.)	—Title
CANAL ZONE	—U. S. District Court, Ancon, Canal Zone.	—No Title
COLORADO	—Office of County Clerk & Recorder of residence of owner.	—Title
CONNECTICUT	—Town or City Clerk in Town or City of residence of owner.	—No Title
DELAWARE	—Motor Vehicle Div., Dover, Dela.	—Title
DIST. OF COL.	—Office of Recorder of Liens, Dist. of Col., Washington, D. C.	—Title
FLORIDA	—Motor Vehicle Commissioner, Tallahassee, Fla.	—Title
GEORGIA	—Clerk of Superior Court of residence of owner.	—No Title
HAWAII	—Office of Treasurer, Honolulu, Territory of Hawaii.	—Title
IDAHO	—Motor Vehicle Bureau, Boise, Idaho.	—Title
ILLINOIS	—Office of County Recorder of residence of owner.	—Title
INDIANA	—Office of County Recorder of residence of owner.	—Title
IOWA	—Motor Vehicle Div., Des Moines, Ia.	—Title
KANSAS	—County Register of Deeds of residence of owner.	—Title
KENTUCKY	—County Court Clerk of residence of owner.	—No Title
LOUISIANA	—Motor Vehicle Div., Baton Rouge, La.	—Title
MAINE	—Town or City Clerk in Town or City of residence of owner.	—No Title
MARYLAND	—Clerk of Court of City & County of residence of owner.	—Title
MASSACHUSETTS	—Town or City Clerk of residence of owner.	—No Title
MICHIGAN	—County Register of Deeds of residence of owner.	—Title
MINNESOTA	—County Register of Deeds of residence of owner, or City Clerk in first class cities such as St. Paul, Duluth and Minneapolis.	—No Title
MISSISSIPPI	—No lien recording law. Check with finance company if possible.	—No Title
MISSOURI	—County Recorder of residence of owner except City Recorder if resident of St. Louis.	—Title
MONTANA	—Registrar of Motor Vehicles, Deer Lodge, Mont.	—Title
NEBRASKA	—Motor Vehicle Div., Lincoln, Neb.	—Title
NEVADA	—Motor Vehicle Div., Carson City, Nev.	—Title
NEW HAMPSHIRE	—Town or City Clerk in town or city of residence of owner.	—No Title
NEW JERSEY	—Office of County Clerk of residence of owner and Dir. of Motor Vehicles, Trenton 7, N. J.	—Certificate of Ownership
NEW MEXICO	—Motor Vehicle Div., Santa Fe, N. M.	—Title
NEW YORK	—Check with Town Clerk & County Clerk of residence of owner. Lien may be recorded in either place.	—No Title
N. CAROLINA	—County Register of Deeds of residence of owner.	—Title
NORTH DAKOTA	—County Register of Deeds of residence of owner.	—Title
OHIO	—Office of County Clerk of residence of owner.	—Title
OKLAHOMA	—Office of County Clerk of residence of owner.	—Title
OREGON	—Office of County Clerk of residence of owner and Secretary of State, Salem, Oregon, Secretary of State fee 50c.	—Title
PENNSYLVANIA	—Motor Vehicle Div., Harrisburg, Pa.	—Title
RHODE ISLAND	—Registration state. No official recording office. Suggest write City & County Clerk of owner's residence.	—No Title
S. CAROLINA	—County Clerk of Court of residence of owner.	—No Title
SOUTH DAKOTA	—County Register of Deeds of residence of owner.	—Title
TENNESSEE	—Director of Title Div., 88 Hermitage Ave., Nashville, Tenn.	—Title
TEXAS	—Motor Vehicle, Div., Austin, Texas.	—Title
UTAH	—Motor Vehicle Div., Salt Lake City, Utah.	—Title
VERMONT	—Town or City Clerk in town or city of residence of owner.	—No Title
VIRGINIA	—Div. of Motor Vehicles, Richmond, Va.	—Title
WASHINGTON	—Office of County Auditor of residence of owner.	—Title
WEST VIRGINIA	—Office of County Clerk of residence of owner.	—Title
WISCONSIN	—County Register of Deeds of residence of owner.	—Title
WYOMING	—Office of County Clerk of residence of owner.	—Title

Provinces of Canada:

ALBERTA	—Central Registry Office, Motor Vehicle Branch, Edmonton, Alberta, Canada. 25c fee.	—No Title
BRIT. COLUMBIA	—Superintendent of Vehicles, Victoria, British Columbia, Canada. Fee 75c.	—No Title
MANITOBA	—Prothonotary's Office, Court House, Winnipeg, Manitoba, Canada.	—No Title
NEW BRUNSWICK	—County Registrar of Deeds of residence of owner.	—No Title
NOVA SCOTIA	—County Registrar of Deeds of residence of owner.	—Certificate of Ownership
ONTARIO	—Clerk of County Court of residence of owner.	—No Title
PRINCE EDW. IS.	—Queens, County: Prothonotary's Office, Charlottetown, P. E. I.; Prince County: Prothonotary's Office, Summerside, P. E. I.; Kings County: Prothonotary's Office, Georgetown, P. E. I. All Prince Edward Island, Canada.	—No Title
QUEBEC		
SASKATCHEWAN	—Registration Clerk, Court House, Regina, Saskatchewan, Canada.	—No Title

How Car Makers Fare . . .

U. S. Sales: Postwar vs. Prewar

	Total Sales 1937-41	Pct. of Prewar Total	Total Sales 1946-53	Pct. of Postwar Total	Gain or Loss
CHRYSLER CORP.	3,708,625	24.4	7,208,033	20.84	+3.56
Chrysler	444,906	2.9	963,117	2.78	+ .12
DeSoto	324,578	2.1	754,836	2.18	— .08
Dodge	949,545	6.3	1,966,476	5.69	+ .61
Plymouth	1,989,596	13.1	3,523,604	10.19	+2.91
FORD MOTOR CO.	3,092,842	20.4	7,785,600	22.50	—2.10
Ford	2,755,885	18.2	6,030,297	17.43	+ .77
Lincoln	101,946	0.7	233,621	.67	+ .03
Mercury	235,011	1.5	1,521,682	4.40	—2.90
GENERAL MOTORS	6,811,805	44.9	14,867,061	42.97	+1.93
Buick	1,194,807	7.9	2,682,842	7.75	+ .15
Cadillac	200,604	1.3	602,540	1.74	— .44
Chevrolet	3,565,086	23.5	7,393,948	21.37	+2.13
Oldsmobile	858,735	5.7	1,887,847	5.46	+ .24
Pontiac	992,573	6.5	2,299,884	6.65	— .15
TOTAL BIG THREE	13,613,272	89.7	29,860,694	86.31	+3.39
KAISER-FRAZER	.....	.....	673,515	1.95	—1.95
CROSLEY	.....	.....	69,346	.20	— .20
HUDSON	347,011	2.3	779,604	2.25	+ .05
NASH	287,109	1.9	1,023,245	2.96	—1.06
PACKARD	350,078	2.3	537,503	1.55	+ .75
STUDEBAKER	412,830	2.7	1,295,656	3.75	—1.05
WILLYS-OVERLAND	122,684	0.8	219,137	.63	+ .17
MISCELLANEOUS*	42,728	0.3	137,855	.40	— .10
TOTAL INDEPENDENTS	1,562,440	10.3	4,735,861	13.69	—3.39
TOTALS	15,175,712	100.0	34,596,555	100.00	

*Including foreign makes. N.B.—Cadillac's prewar total includes 84,434 Lasalles.

NEW-MODEL Announcements

	Model Year 1950	1951	1952	1953	1954
Buick	Jan. 2 1950	Jan. 22 1951	Jan. 21 1952	Jan. 20 1953	Jan. 8 1954
Cadillac	Jan. 23 1950	Dec. 18 1950	Jan. 21 1952	Jan. 12 1953	Jan. 20 1954
Chevrolet	Jan. 9 1950	Dec. 11 1950	Jan. 21 1952	Jan. 12 1953	Dec. 18 1953
Chrysler	Jan. 9 1950	Feb. 12 1951	Dec. 17 1951	Nov. 3 1952	Oct. 29 1953
DeSoto	Jan. 9 1950	Jan. 29 1951	Nov. 12 1951	Nov. 10 1952	Nov. 5 1953
Dodge	Dec. 26 1949	Jan. 22 1951	Nov. 10 1951	Oct. 23 1952	Oct. 7 1953
Ford	Nov. 21 1949	Nov. 27 1950	Feb. 4 1952	Dec. 15 1952	Jan. 6 1954
Hudson	Feb. 13 1950	Oct. 16 1950	Jan. 21 1952	Dec. 8 1952	Sept. 25 1953
Kaiser-Frazer	Feb. 20 1950	Feb. 17 1950	Mar. 17 1952	Oct. 20 1952	Mar. 22 1954
Lincoln	Jan. 30 1950	Nov. 20 1950	Feb. 4 1952	Dec. 1 1952	Dec. 3 1953
Mercury	Nov. 28 1949	Oct. 23 1950	Jan. 28 1952	Dec. 8 1952	Dec. 10 1953
Nash	Sept. 22 1949	Sept. 25 1950	Mar. 17 1952	Jan. 19 1953	Nov. 19 1953
Oldsmobile	Jan. 2 1950	Mar. 26 1951	Jan. 28 1952	Jan. 9 1953	Jan. 20 1954
Packard	Oct. 1 1949	Feb. 19 1951	Nov. 14 1951	Nov. 21 1952	Jan. 15 1954
Plymouth	Jan. 16 1950	Jan. 15 1951	Jan. 7 1952	Nov. 24 1952	Oct. 15 1953
Pontiac	Nov. 28 1949	Dec. 11 1950	Dec. 3 1951	Dec. 6 1952	Dec. 18 1953
Studebaker	Mar. 20 1950	Oct. 23 1950	Dec. 31 1951	Jan. 26 1953	Nov. 23 1953
Willys	*	*	Jan. 21 1952	Dec. 15 1952	Mar. 17 1954

*No new models announced in these years.

The Saturday Evening Post carries more pages of automotive advertising

to more people than any other magazine. It gets to the heart of America.

* Not Available.
Source: R. L. Polk & Co.

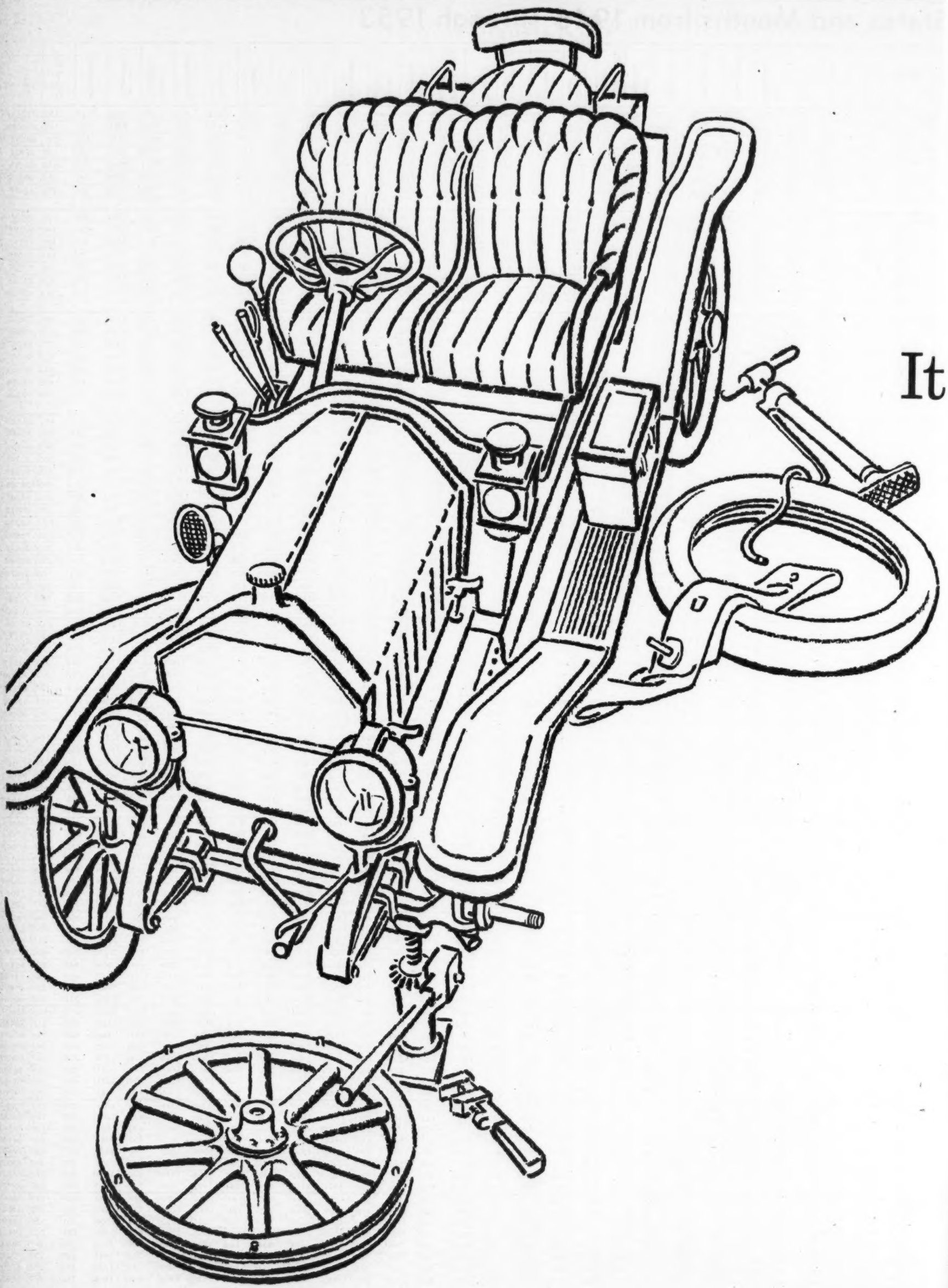
New COMMERCIAL CAR Registrations by

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'53	1659	526	2272	6139	1058	546	124	1905	1963	712	2842	1859	1165	1516	1777	1940	641	861	681	3097	1188	1319	1167	491	1246
	'52	1201	416	1377	4161	732	486	236	1671	2392	433	2996	1513	1250	971	1135	741	423	731	949	2269	1046	1141	1699	336	942
	'51	1984	496	2315	6317	1191	664	300	1965	3057	493	3095	2344	1932	1293	1714	870	560	903	1219	3788	1434	1680	2937	487	1442
	'50	1594	387	3053	3625	1099	504	252	1091	2497	272	2718	1475	1737	856	1399	1407	644	739	1167	2390	1471	1344	1607	474	1133
	'49	1502	372	2115	4720	783	499	255	1186	2799	372	3162	1538	1630	1002	1269	1755	683	727	900	2340	1566	1248	2000	806	1164
	'48	1478	321	1332	3951	1061	673	218	1554	2406	244	4266	1471	1843	953	1794	1296	269	861	864	2950	1783	1070	1978	607	1524
	'47	1347	248	368	3036	671	761	263	2012	627	333	3809	2864	1416	856	927	847	148	1071	530	2930	1168	1148	2019	457	965
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
February	'53	1349	452	1342	5307	930	503	277	1940	1810	676	4611	1708	1508	974	1317	1507	314	701	741	3144	1500	1668	1483	560	1086
	'52	1185	287	1058	4025	909	377	152	1579	1628	371	3385	1386	1154	777	1150	1413	368	638	837	2710	1144	1068	2125	527	857
	'51	1530	434	1524	5815	1010	572	237	1743	2343	580	4299	2395	1440	1456	478	2396	385	782	1023	2926	1739	1400	2949	589	1442
	'50	1767	395	1666	4418	1037	392	228	1257	3770	411	3072	1591	1676	1274	1992	1678	820	673	778	2856	1603	1325	2034	248	1051
	'49	1410	269	1735	4343	880	340	179	1129	3006	495	4598	1571	1817	972	1202	1143	589	708	894	2492	1513	1460	2050	669	1433
	'48	1582	307	1865	4252	1048	349	200	1222	2517	356	4850	1875	2057	1110	1482	1153	480	871	1228	2298	1645	1222	2348	1268	1117
	'47	1472	265	766	3999	677	427	191	1603	1328	218	5110	1477	1591	910	890	935	326	963	198	2876	1361	1366	2142	558	1027
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
March	'53	1874	574	1633	6048	1046	824	229	2527	1482	787	4352	2083	2373	1683	1334	1574	324	775	1024	3096	1657	1427	2034	746	1306
	'52	1136	478	1202	4458	669	632	180	1736	1210	470	4266	1651	1252	1172	1132	1287	359	594	949	2690	1406	1292	2302	677	1070
	'51	1888	532	1450	5002	1377	773	202	1807	3335	545	3763	2801	2098	1875	1639	1440	384	939	1364	3973	1584	1608	2749	816	1407
	'50	1999	579	1402	6037	1068	775	247	2494	2586	495	5017	2747	2522	1815	1411	1682	689	762	1367	3657	2008	1849	2721	732	1406
	'49	1759	459	2404	3990	1192	647	241	1151	2197	482	5381	1897	2120	2237	2096	1360	536	1012	1161	2878	2075	1618	2684	940	1560
	'48	2088	459	2765	3831	1193	377	300	1521	3657	654	5438	2067	2251	2212	1440	1311	404	1420	1604	3187	1447	1806	3335	1048	1336
	'47	1606	340	624	5423	871	768	223	900	1042	509	5088	2236	1894	2631	1240	1246	519	934	472	2091	1939	1432	2933	744	1147
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
April	'53	1808	877	1659	7212	992	743	331	2001	1349	684	4771	2145	1976	2099	1499	1896	715	1532	1361	3628	2089	1490	4911	901	1347
	'52	1361	598	1427	4804	1101	728	237	1743	1226	589	3568	1989	1497	1682	1558	1273	430	1175	1199	2881	1836	1175	2003	538	1078
	'51	1844	523	1840	4525	1126	746	239	1981	2234	642	4811	3139	2088	1526	1547	1583	678	1127	1578	3453	1963	1795	2811	820	1474
	'50	2084	530	2273	4582	1171	811	265	1976	2074	873	4385	2444	2672	1832	2717	1557	610	1526	1703	3871	2757	1580	3337	742	1392
	'49	1765	516	2691	3612	1201	653	263	1505	1499	574	3487	1972	2413	2312	2124	1382	507	956	1288	3082	1797	1623	1855	1013	1685
	'48	2098	537	1871	7530	1070	1187	335	1776	3989	663	4966	1909	2594	3361	2897	1570	929	1474	2266	4787	2155	1692	3539	952	1747
	'47	1824	309	3308	5722	852	802	326	1072	2435	632	4315	1924	1871	1558	2003	1104	1299	1265	1205	2923	1743	1402	2423	808	915
	'46	1077	249	529	3495	427	257	135	735	383	187	2006	946	1100	927	860	687	294	612	1340	1585	1061	773	2219	174	522
May	'53	1593	685	873	5333	1017	767	302	2293	3749	641	4097	2714	1815	2290	1699	1662	543	1152	1232	3824	2220	1208	2906	549	1098
	'52	1721	609	255	5435	772	627	217	1454	2725	568	2997	2488	1439	2154	1292	1461	554	778	1277	2864	1336	1307	1971	698	1175
	'51	1769	663	1351	5728	1197	794	232	2057	2571	532	4483	2764	2044	2012	1510	1633	446	1079	1578	3938	1709	1817	3724	699	1554
	'50	2041	591	1315	5008	1194	801	247	2301	3546	798	3457	2235	2407	1823	2596	1924	557	1108	1667	3616	2231	1703	2693	750	1418
	'49	1685	515	1395	5261	815	728	296	1840	3793	730	4614	1991	1963	2877	1716	1560	450	898	1095	2820	2300	1670	2643	818	1613
	'48	2158	477	2087	6238	1174	1059	295	1875	2113	1211	5220	3445	1908	2459	2097	1490	735	1248	1914	4780	4093	1452	3010	748	1301
	'47	1213	395	2301	4929	725	744	253	1291	3484	426	3732	2131	1605	1541	1520	1200	1406	1209	865	3885	1352	1235	2159	756	983
	'46	1222	223	498	2756	542	490	153	406	1057	311	3015	1897	1309	1563	1220	1047	814	792	2216	1890	838	1070	2644	315	922
June	'53	1447	657	1536	6054	817	823	194	1671	1754	662	3118	2726	1429	1703	1565	1538	513	831	1130	3393	1343	1188	2421	680	1144
	'52	1656	680	1367	5217	950	679	244	1693	2369	629	1458	1924	1336	2254	1529	1186	479	801	1140	3025	1450	1230	2147	615	1354
	'51	1916	778	718	6097	1032	814	236	1793	3460	764	4017	1995	2104	1639	1687	1502	399	932	1188	3624	1938	1798	3032	624	1476
	'50	2292	587	845	4799	1455	956	267	1827	3169	692	4237	1555	2318	1998	1887	1859	622	1103	1738	3930	2179	1824	3208	794	1767
	'49	1700	739	751	4599	1202	639	209	1836	1866	438	4289	2198	2464	2773	1517	1546	439	771	1047	2871	2075	1333	2354	741	1524
	'48	1695	541	863	6631	731	806	263	1605	1997	761	4285	2723	2356	2479	1732	1367	840	1024	1561	2700	2053	1591	2671	547	1528
	'47	1057	423	294	4173	734	743	190	2227	1234	763	3657	1944	1343	1388	1323	927	317	393	1670	2413	1412	853	2224	608	806
	'46	983	271	1537	3073	457	472	152	707	1827	324	2480	860	949	950	801	721	194	712	701	1816	1042	990	1151	201	646
July	'53	1582	530	2020	5222	1059	553	216	1778	1784	689	3396	2855	1617	1307	1932	1512	445	874	1056	3073	1395	1303	2704	540	1113
	'52	1352	494	2884	4724	1120	531	230	1573	1775	640	2110	1979	1315	2362	1065	1451	409	815	1117	2586	1572	1144	1809	668	1187
	'51	1977	593	1644	5238	834	647	232	1855	2033	909	4140	2375	1819	1696	1661	1897	473	960	1133	3703	1573	1834	2626	673	1687
	'50	2910	716	2602	4139	1914	936	304	2349	3244	782	3484	2246	3554	2485	2806	2507	587	1164	2214	5429	3285	2405	3224	1638	2556
	'49	1595	409	1086	5623	1213	500	190	1427	1784	930	3714	2243	2302	2053	1748	1621	486	778	976	2941	1791	1550	3880	571	1494
	'48	1745	643	1908	4941	1320	845	335	1852	2068	959	4840	3185	3116	1892	1838	1637	651	1166	1534	3575	2226	1535	2375	1175	1783
	'47	1330	537	1288	4261	784	754	240	1101	1767	649	3121	2384	1836	1890	1430	1141	543	964	2783	2383	1128	979	2052	643	1252
	'46	1228	308	469	3473	521	528	173	584	1243	403	2776	1428	1353	807	676	795	603	835	1782	2101	1457	812	745	348	685
August	'53	1526	560	1312	5876	816	692	261	1619	2413	510	3097	1636	1632	1192	1318	1677	322	785	1043	3544	1928	1528	2946	803	985
	'52	1026	542	1399	4021	857	503	190	1526	1701	618	2432	1373	1103	1364	993	1040	395	681	968	2458	1093	979	1706	777	811
	'51	2042	672	1987	5259	1168	641	231	1734	2721	913	3894	2263	2154	1359	1480	1662	328	724	1272	3071	1786	1725	2467	1059	1178
	'50	1977	875	2073	8661	1708	997	358	2723	3537	1066	6480	4064	2505	2491	2715	2146	540	1472	1592	4975	2619	2044	3582	1358	1803
	'49	1767	424	2720	4294	1098	655	272	1877	2587	822	4640	2456	2449	1689	1954	1948	363	834	1070	3189	2342	1834	2084	1053	1560
	'48	1838	561	2194	5547	1092	692	290	1860	2517	909	4571	2564	2383	1779	2069	1583	563	1090	1569	2469	2081	1839	2624	1140	1416
	'47	1348	404	1189	4870	928	642	223	1889	2154	441	3356	2328	1844	1490	1897	1209	574	1085	3482	3125	1491	1072	2342	712	1039
	'46	1304	367	1184	4091	565	1256	208	1584	1503	333	2503	2144	1544	1576	1708	1005	377	950	2163	1385	1176	1074	1895	598	772
September	'53	1023	566	1592	6846	884	707	205	1662	2163	631	3644	2169	1841	1411	1414	1947	548	795	784	3813	1529	1168	2188	791	991
	'52	972	508	1173	4728	911	563	137	1360	1777	619	3130	1690	1312	1194	1278	1519	524	702	1035	2819	1397	1357	1754	729	992
	'51	1401	544	3187	4901	1053	577	186	2118	2549	896	3465	2671	1842	1822	1935	2074	483	1005	1186	3878	1772	1723	2754	891	1360
	'50	1535	629	3008	9724	1258	747	275	2542	3029	1168	5160	2905	2224	2011	1813	1686	703	1002	1642	4898	2731	1616	4592	1095	1626
	'49	1402	477	2527	5495	1279	592	250	1351	2143	948	4382	2543	2396	1710	2080	2179	757	805	1047	3803	2221	1475	3279	724	1406
	'48	991	568	652	6091	978	903	271	1798	2125	715	5128	2315	1996	1672	1546	1705	917	1155	1596	3762	1831	1114	2871	922	1559
	'47	720	442	1110	5176	1033	653	205	1612	1860	474	3418	2328	1806	1139	1550	1269	873	936	1105	1799	2031	962	2218	810	892
	'46	812	426	1419	3981	524	658	175	1370	1479	441	3995	2450	1586	1321	1329	1192	707	868	1743	4299	2466	1033	2804	750	894
October	'53	2666	627	1668	6374	899	870	282	1922	1756	638	3180	3831	1242	1293	1563	1917	495	937	1435	3616	1346	1936	2351	737	955
	'52	1945	621	2002	6324	1211	868	228	1618	1723	640	2914	1437	1620	1385	1577	1690	576	826	1285	3373	1793	2017	1602	685	1411
	'51	2662	631	2109	5771	894	923	287	2190	2430	760	4046	2864	1937	2039	1477	1789	676	1272	1338	3280	1986	2049	3155	903	1853
	'50	2842	638	2776	6270	1201	933	238	2061	2372	732	3933	2854	2168	2019	1866	1865	490	1199	1701	4438	2089	2056	6070	882	1539
	'49	3293	438	2193	4833	1065	778	295	1633	2161	1147	4216	3299	2173	1836	1800	1849	336	970	1308	3285	1841	1620	3426	492	1482
	'48	2871	407	1593	5577	1107	913	283	1554	1953	750	3728	1229	1979	1563	1670	1444	627	1071	1538	3366	1663	1740	2233	890	1203
	'47	1856	459	1633	5553	966	893	258	1673	1967	465	4281	2496	1763	1312	1725	1346	688	1200	3526	2626	1491	1491	2600	823	1104
	'46	1965	452	1510	4937	355	888	246	1812	1557	615	4067	1689	1855	1383	1294	1384	564	946	1568	1664	1550	2735	2624	573	938
November	'53	1103	620	1378	5046	930	524	176	2187	1798	462	2791	3272	1640	1595	1462	1506	397	1155	1095	2833	1387	2052	2307	679	1103
	'52	2430	614	1460	5540	931	644	158	1819	1581	519	2888	2465	1277	1367	1337	1301	436	1019	1213	2250	1034	1922	2018	676	1101
	'51	2014	688	1482	5115	1120	596	229	1792	1534	546	3264	2632	1283	1720	1478	1419	406	857	979	2341	1247	1674	2412	706	1078
	'50	1919	541	1569	5040	1130	712	212	1643	1963	650	3358	2200	1606	1529	1542	1257	288	899	1378	2763	1180	1954	2522	774	1233
	'49	1987	632	1515	4002	1037	653	214	2418	1853	631	3327	2234	1891	1511	2000	1165	499	785	924	2088	1281	1800	2949	1222	1175
	'48	2068	707	953	5035	961	1382	278	1284	1944	614	2809	2406	1547	1442	1784	1001	544	1051	1371	2101	1328	1651	2159	659	960
	'47	2579	486	908	5657	665	861	199	1393	1519	538	3076	2119	1563	1200	1399	880	619	892	1457	2866	1261	2026	2001	625	472
	'46	2485	336	569	4811	659	677	141	1879	1236	287	2355	1299	1224	1383	972	848	436	883	1987	2304	548	1429	2149	379	376
December	'53	2023	486	1072	3888	732	662	137	1835	1420	515	3537	2110	1952	1214	1645	1119	302	801	709	3734	1472	2087	1759	524	749
	'52	1736	764	1286	5224	729	686	174	2208	1357	516	2335	1479	1359	1426	1588	1352	263	826	1005	3786	1297	1422	1446	738	1137
	'51	1667	525	1010	3516	664	480	137	1464	1282	478	1869	1493	1490	1085	1291	1202	406	607	839	3022	1313	1421	1845	599	977
	'50	2227	512	1504	4362	886	635	183	2422	1677	448	5380	6137	2333	1466	1563	1005	480	900	1332	4418	2401	1724	2996	615	1206
	'49	1809	494	837	4259	804	528	203	2406	1666	522	5320	2120	2205	1262	1610	1176	387	660	988	3468	1753	1432	2711	665	934
	'48	1697	514	206	4385	550	717	170	1656	921	422	2545	2007	2328	1324	1821	504	538	836	833	3593	1691	1381	2468	497	1190
	'47	1173	503	774	5854	584	612	162	1610	1082	612	2494	1524	2303	1042	1289	549	371	955	759	3279	731	1298	2516	699	852
	'46	2854	400	673	5299	462	655	157	1348	773	354	2371	1531	1715	1111	1581	269	257	986	1373	3041	1584	1207	2315	496	825

States and Months from 1946 Through 1953

* Not Available.
Source: R. L. Polk & Co.

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'53	171	193	1695	253	3578	2467	598	3267	2556	1142	2263	210	1196	632	1789	7052	355	239	1233	529	770	1058	419	155	72514
	'52	100	158	1397	369	2936	2239	577	2630	905	703	2504	187	1012	389	1395	5651	370	148	1455	657	668	1461	355	148	59661
	'51	193	272	2136	548	5452	2775	504	4688	1262	656	3743	313	1366	652	2477	9465	457	197	1786	1095	1035	1726	443	337	88058
	'50	104	117	1390	625	6043	1781	319	3139	1228	494	2859	252	893	448	1824	6855	295	157	1384	603	779	1056	189	156	67925
	'49	128	129	1557	221	3771	2042	657	2890	931	859	2923	218	973	502	1808	4592	319	217	1449	1023	711	1583	269	258	66423
	'48	91	214	916	306	7202	1701	160	3194	1056	1025	3451	260	795	458	1746	4315	399	226	1484	535	829	1775	319	262	69486
	'47	73	339	1193	208	7463	568	150	3447	951	551	3499	340	853	160	1984	4023	413	318	1635	891	938	1198	229	232	62477
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
February	'53	141	184	1349	297	3408	1702	404	2883	1851	917	3568	181	918	433	1586	6361	349	119	1088	687	740	1584	309	149	68616
	'52	72	184	922	407	2156	1537	431	2568	1662	913	2941	172	1035	378	1674	6142	371	182	1263	759	670	1195	326	145	59285
	'51	141	332	1754	691	3574	2132	502	3738	1940	898	4106	272	906	542	1173	7040	412	170	1807	1133	812	1429	401	189	78581
	'50	88	82	1595	558	4343	1838	577	3223	2000	340	3316	188	910	552	1207	7546	308	137	1530	800	606	1514	284	144	71698
	'49	102	123	1546	593	4067	1651	478	2782	1611	779	3575	231	893	517	892	4400	446	150	1479	1069	772	1992	291	196	67537
	'48	127	123	2020	502	4626	2117	250	3672	1817	1018	4158	261	861	549	949	5365	417	214	1750	1554	690	1956	370	258	74326
	'47	123	150	1677	307	3846	2015	74	3556	1722	747	3910	276	963	553	954	4090	337	216	1594	1340	767	1385	256	213	63752
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
March	'53	236	195	2533	307	3936	2181	477	4256	1110	1218	4192	148	969	464	2084	6320	529	206	1032	1205	781	1841	359	246	79637
	'52	132	305	1732	527	3000	1748	474	3081	1168	876	3127	127	950	303	1754	4686	398	264	1278	859	631	1156	300	218	63364
	'51	141	379	2729	698	4331	2231	486	4851	1561	1415	4788	203	1174	496	2962	6069	488	219	1357	963	980	1825	299	291	86287
	'50	129	267	2551	481	4602	2180	296	5153	1648	1674	4758	223	999	633	8030	7425	513	442	1803	1063	845	1948	322	214	96266
	'49	116	896	1910	518	4283	2131	606	4315	1409	1320	3982	206	883	766	6595	5030	599	830	1647	1370	1026	1927	443	280	87165
	'48	158	374	2286	332	5418	2311	658	4698	1232	1450	6160	264	1178	697	6234	6011	498	636	1734	1905	931	1652	430	408	94806
	'47	100	33	1514	430	4621	1899	347	4134	1232	1880	5034	231	1044	422	5122	4244	522	26	1952	1190	859	1763	314	372	79344
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
April	'53	177	380	2231	702	4347	2273	578	3941	1970	1439	4500	267	945	408	2739	6416	434	239	1848	2123	898	1524	371	461	91127
	'52	172	343	2061	747	4020	1886	635	3687	1643	1056	3370	257	980	603	1683	5723	396	208	2056	1218	873	1556	392	200	73461
	'51	163	403	2249	391	4917	2195	542	3643	1747	1232	3248	306	1224	451	1614	7313	446	304	1747	1389	1068	1611	389	274	84961
	'50	124	609	2539	718	4850	2199	238	3958	2235	1499	4820	444	973	581	2894	6073	597	303	2071	1302	863	1820	412	355	92241
	'49	151	269	1991	525	4788	1719	535	3355	2095	1210	4016	543	819	606	2471	4404	641	541	2075	1417	877	1402	402	230	78857
	'48	147	340	2682	515	6159	2919	670	4961	2297	1592	6068	897	1254	899	3178	6183	604	661	1981	1718	1441	2177	476	455	108168
	'47	142	444	2090	409	5573	2890	676	4542	1608	1165	5171	293	934	539	2320	4622	481	311	1537	1337	990	2265	* 379	335	85148
	'46	91	153	1158	121	2758	739	328	2608	674	412	2175	173	518	150	1295	2155	163	172	414	608	491	800	87	97	40920
May	'53	233	374	2278	861	4365	2220	454	3640	2038	1429	4006	294	1042	607	1612	6921	519	261	1883	1499	790	2073	446	239	86346
	'52	156	307	1560	525	3878	1717	574	2152	1762	1005	3899	248	1172	597	1361	6605	478	322	1519	1079	525	1452	377	246	71690
	'51	139	235	2534	456	4799	2542	577	4103	1815	1482	5041	266	1241	764	1499	7260	480	212	2063	1390	1006	2125	484	230	90627
	'50	166	727	2415	743	4785	2580	681	4491	2016	1322	4686	410	1211	632	2499	5422	566	238	2356	1245	866	1864	549	289	90786
	'49	228	312	1857	777	4239	1968	816	3200	2117	1422	4109	583	1092	836	1961	7247	493	328	2120	1203	924	1972	320	165	86375
	'48	211	347	2214	407	5099	2539	566	4380	2145	1481	5699	656	1312	660	1972	7438	537	458	2218	1672	1127	2082	418	389	100614
	'47	109	257	2282	649	3690	2806	168	3713	1602	1026	4318	306	1034	639	1767	4167	314	517	2027	1016	869	1762	299	230	76901
	'46	42	105	1539	223	3529	1304	410	2928	1299	388	3000	268	881	264	1437	5100	294	265	893	771	643	1130	196	166	56285
June	'53	165	297	1867	575	4779	1822	324	3327	1709	1303	4485	235	1003	329	1505	6860	400	173	1566	1293	812	1402	374	257	77199
	'52	146	261	1783	646	3179	1894	338	3891	1947	1154	3702	221	958	727	1449	5839	491	291	1672	1007	714	1235	355	159	71471
	'51	151	271	2023	356	4156	2049	337	4176	1910	1875	5389	280	1274	531	1922	7986	510	197	2022	1149	989	1729	339	277	87461
	'50	181	253	2086	791	4202	2550	743	5026	2459	1214	6302	484	1383	523	2622	4234	618	265	2408	1359	1208	1986	484	223	91512
	'49	168	203	1686	586	3548	1622	710	3189	2292	1160	4097	347	1056	860	1718	6764	480	195	1867	1157	918	1802	432	291	79069
	'48	172	274	2478	339	5020	1623	668	3993	2274	1232	4758	374	1021	605	1969	6768	591	334	2517	1263	1193	1948	383	177	87117
	'47	119	243	1507	332	3938	1341	79	3289	1629	1002	4045	233	802	1135	1290	5024	368	290	2006	1363	663	1338	209	252	65458
	'46	218	169	1443	227	3093	1804	342	2210	602	463	3031	252	803	287	1076	2722	161	239	857	622	357	1084	217	192	46488
July	'53	169	226	1901	674	3814	2239	643	3368	1571	1042	4045	203	999	538	1616	6316	416	344	1382	1447	868	1269	329	187	76161
	'52	155	216	1904	466	3577	2199	447	2938	1776	1363	3513	187	967	594	1403	7256	391	131	1597	1323	807	1378	438	196	72134
	'51	215	225	1930	428	3862	2696	738	3494	1910	1341	4388	197	1134	732	1803	7455	463	233	1949	1406	1180	1298	506	226	84021
	'50	219	378	2855	956	5625	3263	925	5838	3237	1102	6070	387	1709	925	3278	11505	595	328	2358	2066	1335	1726	632	248	117040
	'49	157	143	1383	608	3845	2315	753	2679	1901	998	3345	217	974	864	1644	5587	547	201	1409	1119	1055	1512	446	259	76866
	'48	111	261	1841	1079	5411	3310	963	3913	2029	1490	5032	320	1084	965	2041	5908	461	295	2006	2144	1170	2168	456	425	94036
	'47	189	289	1367	421	4762	1856	1119	4112	1400	931	4076	229	868	420	1413	4046	329	296	2014	1175	676	1740	348	331	71647
	'46	74	211	1613	463	4025	1328	342	3148	959	701	3126	243	720	360	872	3946	234	208	1634	992	573	1341	219	192	53657
August	'53	142	231	1972	573	4097	2201	757	3541	1649	1022	4378	221	1118	402	1762	6214	341	318	1380	1027	822	1857	416	180	76642
	'52	172	156	1064	601	2974	1934	798	2197	1545	1376	3088	146	897	316	1073	3469	451	199	1415	838	454	1618	283	166	57786
	'51	117	247	2075	376	3706	2539	1118	3517	1873	1120	5790	233	1142	781	2029	8472	619	208	1983	1340	925	3005	422	219	87646
	'50	197	325	3039	1076	5512	4221	1355	5346	2742	1150	7537	364	1455	852	2521	13393	752	304	2943	1731	1377	3017	669	294	126533
	'49	196	170	1645	716	3684	2192	1353	3143	1933	1227	4671	208	1240	746	1967	6716	451	178	1780	1142	1043	2493	326	278	85539
	'48	164	277	2185	414	5329	2516	1014	4331	2026	1695	5616	293	1158	660	2078	5768	726	307	2219	1654	1091	2409	470	283	91923
	'47	137	226	1433	419	4044	1922	1173	3716	1562	981	4075	317	999	444	1687	5199	343	330	1758	1063	694	1843	183	230	75912
	'46	93	213	1836	291	3509	1252	519	3176	1659	808	4042	239	740	263	1899	3462	235	185	1619	973	631	1439	250	217	62820
September	'53	203	242	1891	697	3686	2777	585	3771	1859	1235	5125	197	1413	407	1546	5962	369	243	1385	948	862	1115	385	104	78319
	'52	137	162	1164	485	3889	1817	397	2972	1306	1116	2965	181	768	411	1244	7130	343	174	1316	886	434	1302	397	205	65381
	'51	160	245	1769	664	3710	2947	633	3460	2099	1291	4142	218	1397	457	2058	6707	570	208	1867	1196	699	1369	456	219	84814
	'50	187	227	2540	559	4527	2995	863	4790	2525	2032	4550	268	1118	665	2530	14733	599	211	2217	1198	892	2671	968	300	113784
	'49	179	276	2220	735	3651	2796	1623	3724	2339	1267	4024	264	925	673	2014	7556	505	194	2074	1270	941	2064	444	222	89251
	'48	152	253	2449	557	4529	2214	1249	3541	1868	1453	4778	304	826	664	1820	5493	572	280	2066	1315	1048	1757	452	287	85108
	'47	115	253	1883	342	4313	2050	563	3949	1322	961	3918	260	726	492	1765	4372	370	210	2058	1112	649	1393	171	231	69899
	'46	146	245	1837	405	3388	1246	322	3284	1545	859	3656	246	829	418	1548	5254	325	321	1581	880	735	1270	315	187	69564
October	'53	201	294	2205	659	4643	2663	566	4002	1900	1191	3965	261	826	529	1526	5746	417	168	1609	1251	902	1962	423	180	82625
	'52	232	206	2044	487	4252	2207	623	3545	1841	1178	3704	271	935	388	1753	6024	481	223	1711	1073	785	1448	387	317	77486
	'51	136	260	2231	574	4549	2901	813	4166	1906	1547	4871	255	1249	701	1585	7445	520	345	2020	1257	951	1866	567	245	92281
	'50	136	250	2305	759	5223	3037	677	4298	2207	1866	5384	324	929	630	2390	7297	554	261	1859	1253	975	2412	545	366	101169
	'49	125	165	1942	812	4536	2680	1033	3650	1873	1031	3926	223	1023	676	2216	6404	483	235	1950	1050	775	1211	325	257	86375
	'48	151	261	2059	533	5653	2328	912	4149	1795	1117	5027	325	937	583	1957	5914	373	344	1901	1722	946	1631	350	364	84284
	'47	57	346	2522	517	5992	2378	751	4385	1690	1157	5639	433	932	392	2205	5792	435	463	2117	1200	779	1941	497	350	87167
	'46	104	253	1369	420	4373	1900	428	3634	1407	1471	4597	328	852	502	1748	4957	338	295	2163	1126	848	1881	212	331	74708
November	'53	129	185	1889	476	3329	2143	360	3276	1742	670	3698	237	652	380	1743	5500	346	204	1784	1024	812	1769	339	282	72467
	'52	144	162	1490	351	3814	2167	394	3237	1929	974	3551	182	1269	367	1559	5144	412	225	1458	917	623	1473	395	194	70431
	'51	168	155	1971	494	3333	1999	587	3059	1918	980	4318	223	1506	483	1432	7458	511	270	1960	1101	836	1993	362	188	76517
	'50	96	240	2246	873	4174	3114	540	3646	2018	1345	5636	241	1085	535	1898	8206	464	194	2044	1209	831	2982	391	297	84167
	'49	100	295	2603	621	3933	2870	771	3327	2209	876	3688	217	1276	592	2133	6767	433	221	2098	1088	760	2520	287	221	79699
	'48	87	207	2224	465	4286	2093	792	3725	1639	992	4571	406	1108	584	1673	4568	411	288	1933	1225	845	2151	370	342	75024
	'47	153	213	2774	533	4401	1947	472	3503	1673	910	3936	325	1192	511	1605	4920	349	269	2214	1114	580	1755	253	246	73737
	'46	65	181	1824	318	4636	1703	376	3884	1594	714	4207	256	893	149	1392	4418	195	254	1493	559	700	1520	217	237	63978
December	'53	163	223	1689	354	3722	1997	382	3238	2192	807	3740	208	1316	336	1373	5189	273	191	1495	685	667	1340	307	288	68659
	'52	223	251	1592	274	4113	2351	244	3192	1266	998	4585	205	1208	412	1769	5124	362	160	1575	1016	745	1471	435	239	69949
	'51	150	225	1469	823	3451	2078	415	2572	2329	776	3559	160	1190	390	1300	6031	267	130	1521	722	571	1209	401	175	62596
	'50	154	239	1988	658	3914	2146	411	3833	3017	1185	5555	240	1257	553	1586	6364	402	161	1568	1372	981	2080	487	223	89186
	'49	138	166	2818	734	3439	3565	355	3632	2967	716	3950	222	989	436	1263	6183	359	168	1700	1140	649	2118	582	297	78805
	'48	83	907	1865	633	3921	2383	381	3198	2366	1015	4952	240	1002	548	1139	4006	379	251	1721	1347	762	1692	359	337	70282
	'47	56	301	2362	385	3616	2773	579	2990	2001	873	4965	247	847	542	1094	4689	351	238	1643	979	555	1346	354	277	67690
	'46	88	227	2812	463	4398	2745	368	3352	1937	588	4794	261	1143	600	1133	3024	271	190	2182	1628	639	1805	286	277	69453


It

drove many a man to stay home...

When we had to crank our cars to start them, neither the auto nor America was geared for pleasurable, mobile living.

Those days are gone forever, thank you. America has enjoyed a big change which has given us all the time and the means to get out and around. Travel is now the nation's third-largest industry.

Today Holiday magazine is *the* authoritative voice of this big change to pleasurable, more mobile living. That's why it reaches the leaders of the big change—families who enjoy "everyday holiday living." One out of every three Holiday families owns two or more cars. They motor twice as much as average and have an income three times the national average. Each month Holiday whets their appetites for new places, new cars and new accessories.

No wonder Holiday is the most successful new magazine of our time. No wonder Holiday (among general magazines) *carries more passenger-car advertising than any other monthly*. Currently there are 63 automotive advertisers in Holiday* and not a crank in the crowd.

*May 1953 through April 1954.

HOLIDAY MAGAZINE

A CURTIS MAGAZINE

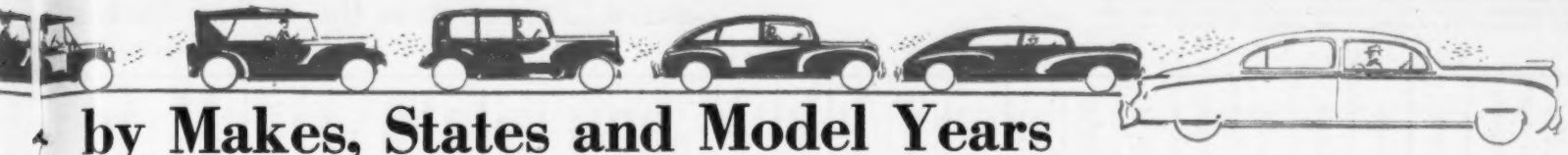
...its readers are leaders of the big change to "everyday holiday living!"

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Allstate July 1, Total	65	150	57	41		5	1	1	72	7	2	11	8		3	2	33			6	8	1	35		2
'53	9	69	13	9		1		1	28	4		3	5		2	2	6			4	3	1	3		1
'52	56	81	44	21		4	1		44	3	2	8	3		1		27			2	5		32		1
Year Not Given				11																					
Buick July 1, Total	34446	18580	17076	345614	35277	60999	8925	14954	75557	47484	14651	216997	89469	51711	42615	39573	34920	16064	43916	97230	162739	62347	20859	66236	12423
'53	2884	1001	1258	17490	1935	4244	658	825	4788	4161	1129	16672	6175	3482	3374	2555	2369	1002	2291	5239	18594	4997	1693	5408	917
'52	3505	1539	2014	23795	2753	4060	936	1259	7066	5597	1561	21652	7949	4459	4361	3379	3679	1141	5720	7299	18844	5647	2467	6875	1347
'51	4366	2030	2406	33011	4126	5564	1216	1632	8948	6941	1845	29698	10904	6505	5647	4415	4533	1452	6331	10100	23633	7563	3007	7291	1722
'50	7870	3677	3996	58383	7545	9663	1901	3015	16144	10761	3099	46423	17654	11189	8989	7476	8370	2730	7805	15987	32809	13188	4748	12872	2680
'49	2741	1618	1443	30692	3248	5504	827	1795	7409	3769	1378	23339	8741	5124	3993	3634	3642	1329	5228	9761	14478	5325	1756	6375	1118
'48	1713	1165	827	22227	2146	3683	574	1161	4805	2582	855	14237	5975	3133	2413	2309	1952	983	3216	6318	11019	3715	932	3893	703
'47	2221	1326	1003	24478	2560	4452	601	1383	5545	2889	939	16676	7430	3413	2875	2801	2344	1153	2852	7658	10996	3890	1298	4404	756
'46	1329	808	620	14111	1434	2570	359	801	3132	1610	494	8974	4002	1922	1511	1629	1328	680	1253	4221	5701	2188	697	2433	422
'45-'42	748	482	330	8778	770	1180	188	198	1501	834	311	3302	1792	927	785	978	734	332	454	1826	2197	1201	475	1373	240
'41	2826	1810	1196	36667	3215	5505	588	1045	6171	3420	1191	13018	7088	3791	3223	4030	2600	1357	2036	8694	9316	4679	1503	5424	884
'40	1876	1086	817	26496	1995	4760	453	810	4258	2019	757	9440	4826	2777	2060	2624	1488	1349	2156	7686	6501	3542	927	3812	597
'39	1056	629	461	13902	1047	3185	241	403	2159	1091	351	5001	2356	1708	1202	1456	851	818	1443	4445	3045	2297	567	2259	343
'38	527	422	257	10233	700	2128	140	221	1191	618	247	3012	1427	1049	698	793	387	525	1011	2682	1675	1411	246	1309	212
'37	433	471	249	12273	995	2452	124	219	1248	511	283	3048	1742	1155	778	874	347	580	923	2958	2295	1456	258	1483	253
'36	192	210	128	6847	501	1170	80	86	610	249	124	1168	759	548	371	314	151	354	550	1518	773	682	100	555	155
'35	36	36	17	1855	69	212	11	14	126	49	16	221	239	123	85	68	20	86	225	228	126	141	27	115	14
Prior to '35	75	130	35	3285	225	639	14	42	162	123	63	558	342	370	201	155	51	191	187	580	383	412	72	316	60
Year Not Given	48	140	19	1091	13	28	14	45	294	260	8	558	68	36	49	83	74	2	235	30	354	13	86	39	
Cadillac July 1, Total	5397	4334	2521	109244	6487	14003	1722	4035	25365	8846	2189	44564	13462	6213	5259	5417	6651	2539	7000	18364	29495	8305	3010	10872	1930
'53	531	278	230	6417	490	1065	166	312	1501	771	239	4010	1203	676	672	429	510	155	435	1091	5535	819	301	1034	240
'52	740	521	438	11670	748	1442	255	481	3251	1169	356	6545	1858	943	885	659	902	245	1207	1847	6013	1146	474	1699	336
'51	811	624	487	15576	973	1702	287	594	3935	1452	393	7606	2137	1074	889	742	1132	324	1092	2472	5002	1342	542	1759	354
'50	743	605	382	18893	1011	1686	265	585	3717	1237	387	6855	1824	998	786	742	1077	358	1092	2537	3518	1215	520	1563	304
'49	690	587	338	15098	981	1835	235	528	3730	1200	317	5794	1737	852	751	733	1030	349	854	2442	2761	1114	377	1463	261
'48	357	304	139	8330	451	1186	114	336	2227	643	122	3595	1051	409	293	367	479	182	657	1498	1683	557	192	690	117
'47	412	401	170	8302	539	1400	129	423	2248	738	126	3829	1220	405	315	499	456	240	566	1871	1882	627	181	779	92
'46	185	181	63	4130	172	716	70	195	1092	391	50	1598	522	180	128	250	234	129	241	880	708	297	80	366	43
'45-'42	152	84	43	2359	163	356	30	81	507	136	27	761	264	95	86	149	139	61	44	468	403	171	55	199	22
'41	534	449	162	11019	597	1528	97	310	2016	736	104	2728	1004	375	302	526	478	288	490	1985	1295	655	178	872	96
'40	78	83	23	2248	106	313	19	63	397	106	20	427	204	67	45	97	83	70	125	401	236	103	33	144	17
'39	67	59	18	1629	104	234	21	60	260	83	15	333	114	51	42	78	52	42	57	288	183	106	25	135	19
'38	34	34	13	1023	51	155	5	28	169	41	9	150	68	25	24	35	29	32	26	173	86	45	12	63	13
'37	29	39	5	951	48	210	15	16	135	52	7	135	178	22	20	56	21	26	41	235	68	40	9	51	8
'36	15	12	1	617	31	79	6	6	45	15	6	56	26	14	6	14	6	17	13	109	33	30	5	28	4
'35	3	5		204	1	8		2	14	3	2	9	6	2	1	5	1	6	11	12	5	7	1	2	1
Prior to '35	9	27	5	527	16	77	4	3	17	11	5	36	33	18	7	11	4	15	15	45	28	30	10	15	3
Year Not Given	7	41	4	251	5	11	4	12	104	62	4	97	13	7	7	25	18		34	10	56	1	15	10	
Chevrolet July 1, Total	171282	56084	88580	892472	109986	136553	25964	32039	186497	194248	45286	504089	291413	222675	183666	173055	141518	51349	135622	232357	474064	236629	92689	286857	44376
'53	9844	2693	4517	47904	5629	10483	2142	3044	12959	14489	2740	44157	20143	12464	9538	9104	9217	3460	8316	15393	51893	14623	5673	17821	2710
'52	12638	4157	6985	62617	6907	10362	3284	4806	18065	16634	3342	49764	22883	15235	12584	11458	13709	3921	18133	18895	52675	17031	8372	22805	3980
'51	18666	6534	10396	91844	11007	16367	4086	5409	25075	24008	4942	72610	35265	24451	19728	17464	18439	5706	20362	30006	73651	25938	11378	30786	5762
'50	21875	7602	11637	114102	13789	18232	4175	5682	28536	26214	5728	76157	40113	27335	22726	20061	21873	5876	23252	31403	75709	28193	11856	36347	6226
'49	16628	5921	8830	85940	10829	13461	2911	4128	20096	19071	4817	57609	32245	22536	17893	16281	16489	4727	14856	24217	50407	21651	8945	28384	4604
'48	13238	3506	6380	55602	8179	9314	1869	2417	12322	12952	2925	37560	21750	16334	13223	11869	10467	3408	9856	16625	30603	15972	6789	20525	3096
'47	12519	3604	5788	51194	8236	8395	1573	1923	11771	12727	3003	33831	20572	15627	12986	11603	9487	3097	7597	15059	27094	15191	6433	18624	2896
'46	7900	2132	3698	32228	4779	5216	865	901	6990	8136	1841	19215	11942	8559	7454	7409	5598	2027	3741	8818	15169	9137	4087	11464	1655
'45-'42	4717	1448	2312	19578	2700	2601	468	311	4013	5011	1099	8016	6263	4868	4169	4735	3409	1173	1266	4243	7469	5048	2540	5718	857
'41	19185	5279	9087	87871	10886	11797	1376	1265	15127	18235	4186	32075	24141	19393	18166	19877	11068	4799	6996	20166	27960	21110	8687	25362	3408
'40	11876	3532	6311	60225	7156	9069	968	803	10547	12852	3036	23606	17400	14650	11770	13852	7226	3806	6579	15128	20061	15803	5793	20137	2541
'39	8454	2449	4641	38451	5344	5990	672	427	6414	8820	1965	15034	10061	11926	8505	9240	4851	2664	3946	10901	11838	11430	4025	14015	1860
'38	3451	1680	2277	28761	3487	3495	427	242	3568	3307	1226	9479	6443	8255	6543	5298	2841	1587	2426	5750	5967	9772	2040	9184	977
'37	5095	2272	2593	40122	4449	5348	527	275	4497	4620	1917	11197	10036	9071	7537	7065	2797	1968	3132	8139	10756	10437	2455	10186	1484
'36	2812	1467	1624	31720	3325	2968	273	158	2955	2939	1327	6753	6552	5778	5161	3790	1887	1519	2107	4116	6134	7441	1600	7181	1246
'35	858	526	507	14865	992	1154	97	58	1609	1087	441	2020	2208	1838	1668	1333	573	514	843	1429	1627	2479	592	2322	391
Prior to '35	1412	981	919	25995	2242	2267	163	94	1525	2008	726	4040	3148	4272	3728	2348	1209	1078	1573	1968	3037	5337	1065	5774	682
Year Not Given	114	301	78	3453	50	34	88	96	1028	1138	25	966	248	83	287	268	378	19	641	101	2014	36	359	222	1
Chrysler July 1, Total	10456	7294	5278	142893	14228	21916	2664	6196	28844	13405	5398	72971	31566	20194	15640	14106	11425	5068	17270	34613	50160	26608	6964	23205	5235
'53	968	410	424	7683	763	2083	222	403	1802	1172	397	6678	2633	1480	1069	1005	909	410	770	2549	6428	1966	608	1666	315
'52	943	501	407	9890	950	1509	195	550	2295	1210	452	6048	2260	1479	1247	885	995	344	2281	2267	4225	1722	672	2293	417
'51	1245	756	656	15388	1602	2273	331	846	3534	1728	613	9610	3513	2550	1769	1427	1506	510	2803	3701	6616	3082	975	2431	639
'50	1482	884	826	17714	1920	2821	367	1009	4198	1963	700	11387	4323	3073	2215	1799	1747	673	2488	4787	7243	3989	1105	3400	730
'49	1185	679	646	12869	1650	2277	304	791	3478	1417	607	9243	3700	2606	2062	1642	1422	523	1929	3811	5610	3303	791	2786	618
'48	956	584	515	10368	1360	1590	214	621	2565	1379	483	6702	2707	1906	1605	1243	1279	454	1483	3027	4354	2418	804	2077	445
'47	853	687	412	9888	1236	1606	238	466	2356	1031	473	5785	2684	1704	1384	1158	953	413	1020	2677	4093	2209	587	1748	431
'46	644	427	260	7807	811	1227	155	368	1718	680	306	4035	1981	1060	738	783	547	292	762	2195	2550	1360	303	1185	256
'45-'42	184	189	93	4068	296	473	65	97	625	254	113	1071	660	315	264	289	238	78	86	691	634	546	110	445	97
'41	834	949	435	18985	1460	2354	269	532	2821	1109	463	5412	2836	1535	1273	1419	837	431	1199	3411	3667	2366	441	2047	475
'40	529	416	260	9002	783	1266	106	211	1399	567	266	2696	1673	989	721	878	396	299	965	1956	2054	1255	236	1125	240
'39	278	262	142	6059	457	801	73	118	759	309	135	1581	815	524	443	545	236	174	490	1314	917	724	114	724	167
'38	134	147	76	3164	202	455	29	67	353	150	112	765	456	283	222	304	133	137	275	665	420	433	56	402	81
'37	101	208	58	4543	375	615	56	53	483	181	158	1092	700	384	294	369	120	175	323	962	679	649	72	412	156
'36	50	81	23	2379	174	232	20	22	163	76	51	327	269	158	125	125	26	53	156	297	214	237	23	184	75
'35	17	34	15	908	49	84	2	4	65	38	22	137	141	73	93	54	10	19	70	111	96	109	10	76	38
Prior to '35	39	42	22	1759	131	231	6	19	84	72	43	244	174	148	99	124	41	78	88	169	159	234	35	177	55
Year Not Given	14	38	8	419	9	19	12	19	146	69	4	158	41	18	17	57	30	5	82	23	201	6	22	27	
Crosley July 1, Total	881	435	317	5126	618	1103	114	138	3755	992	111	3014	2152	734	956	921	909	289	685	1724	1790	654	487	1371	114
'52	23	28	21	122	55	45	10	7	283	45	2	178	79	13	29	26	45	21	61	116	77	15	23	57	9
'51	70	57	37	292	97	104	11	23	510	99	7	271	193	43	66	71	89	44	85	203	129	27	41	102	18
'50	116	35	47	459	134	138	10	10	632	90	11	308	191	50	85	60	139	38	57	187	148	37	67	98	10
'49	130	60	48	625	74	142	8	11	447	158	16	423	275	130	199	99	179	43	106	239	265	86	90	171	16
'48	322	151	97	2176	129	338	19	51	929	335	30	1395	826	347	429	377	296	66	228	627	682	309	154	629	32
'47	155	86	50	1315	111	274	42	36	777	195	38	343	472	124	122	249	108	57	142	260	412	161	79	269	26

(Continued on Page 76)



N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

by Makes, States and Model Years

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Allstate July 1, Total		1		5	3	18	56		4		5		1	2		106	678	89		145	1	1	6		1631
'53				2	1	7	10		1		1					17	196	32		11		1	5		448
'52		1		3	2	11	46		3		2		1	2		89	482	57		134	1		1		1170
Year Not Given											2														13
Buick July 1, Total	27140	5491	10131	129101	12831	323940	51981	9464	197642	40275	44311	211198	16339	25855	11985	42976	148637	16507	7718	49780	55988	27217	78657	8212	3184038
'53	2314	289	666	6145	720	22537	3536	721	11541	2758	2357	15574	872	1967	726	3562	12435	995	514	3885	2116	1405	7829	565	221170
'52	2784	458	732	8652	1137	26636	5166	1144	17102	3798	3299	19863	1085	3037	1116	4137	17302	1318	623	4899	3875	1199	6347	863	285476
'51	3721	653	959	14170	1927	36816	6798	1508	23274	4732	4680	25333	1506	3613	1681	5681	21656	1847	812	6011	5646	3036	9472	1191	381609
'50	5871	1021	1488	23632	3184	58766	12023	2077	39320	8385	7667	40750	2715	5489	2825	9902	37333	3706	1234	9128	10155	5218	15213	1820	627896
'49	2472	552	1043	13291	1241	32317	4445	864	21251	4093	3778	20119	1508	2097	1122	3626	12938	1667	680	5408	5223	2727	7271	806	304806
'48	1395	373	659	7989	680	20379	2735	511	14064	2386	2541	12958	977	1360	673	2327	8477	997	448	3472	3655	1628	4711	479	198410
'47	1550	434	692	10413	848	24638	3538	582	17300	2686	3121	14859	1227	1511	791	2863	9797	1232	505	3697	4358	2127	5638	471	230821
'46	886	210	413	5893	475	13941	1980	331	9291	1514	1854	7724	781	875	444	1621	5514	661	330	2103	2656	1324	2643	260	127953
'45-'42	508	118	196	2456	298	5115	1023	173	3458	827	1213	3366	412	483	225	878	2781	437	99	628	1566	655	1333	143	60327
'41	1810	516	874	10862	945	24793	4374	545	15584	3204	5034	14551	1487	2207	797	3615	9337	1518	635	3668	6557	2761	6010	579	253540
'40	1271	315	834	9123	599	21215	2700	411	10769	2180	2886	13314	1452	1371	568	2008	4845	854	616	2745	3790	2033	4501	384	185896
'39	791	163	490	5582	288	12227	1517	201	5429	1414	1830	6961	875	745	315	1173	2493	431	394	1635	2215	1267	2750	224	103726
'38	499	106	313	3898	183	8577	887	144	2971	786	1185	4862	491	378	200	607	1405	283	266	927	1332	696	1623	122	65862
'37	565	155	360	4023	179	8994	729	130	3806	826	1610	5622	490	385	236	525	1191	306	278	915	1700	693	1915	146	73187
'36	317	74	221	1692	74	4265	314	47	1357	385	746	2626	247	173	111	210	502	154	162	365	666	300	747	96	34046
'35	54	8	45	316	15	669	64	24	277	85	107	430	64	37	44	41	111	15	24	134	98	47	154	16	7038
Prior to '35	308	45	130	855	23	1932	129	49	678	169	375	1031	135	95	94	84	206	63	97	142	370	101	461	40	16283
Year Not Given	24	1	16	109	15	123	23	2	170	47	28	1255	15	32	17	116	314	23	1	18	10		39	7	5992
Cadillac July 1, Total	3245	2369	1535	27745	2391	69330	7785	1048	35121	7185	7338	35336	3647	4529	1246	6745	33199	3148	936	7681	9747	3466	11210	1240	634446
'53	523	149	125	1934	163	6350	612	163	3054	581	632	3229	238	346	149	693	2929	197	71	673	511	241	1381	138	54192
'52	588	281	175	2722	258	8403	1031	241	4693	979	909	4643	405	631	211	923	5163	405	108	1111	967	266	1369	220	82532
'51	592	397	192	4129	449	10467	1338	187	5400	1211	1093	5343	582	804	236	1143	6323	520	106	1201	1363	552	1697	233	98859
'50	401	411	222	3850	439	9662	1210	141	4966	1063	1254	5094	536	603	194	921	5854	578	112	1108	1624	550	1571	191	95455
'49	378	327	191	3874	340	8825	1070	145	4555	961	1035	4701	455	649	186	831	4480	486	137	964	1521	494	1509	179	84350
'48	179	155	110	2402	133	5555	512	51	2870	531	533	2634	268	292	57	460	1997	232	70	558	784	300	878	69	47609
'47	201	198	129	2801	157	6559	614	52	3115	493	490	2978	334	352	64	565	2057	214	84	640	814	320	928	69	52078
'46	82	93	76	1318	78	3025	277	11	1494	263	267	1289	130	173	37	257	958	102	41	307	438	167	380	33	24197
'45-'42	51	51	47	634	40	1430	207	7	668	245	142	634	75	105	16	133	544	39	21	113	246	65	199	8	12575
'41	171	203	130	2341	171	5565	642	34	2780	541	569	2749	358	389	66	572	1992	231	105	662	920	311	809	60	51195
'40	23	27	38	523	32	1093	94	5	489	129	96	565	82	50	5	89	398	37	23	148	150	80	198	11	9893
'39	14	27	41	436	21	918	68	5	421	64	102	462	61	53	5	57	228	29	20	84	160	47	120	8	7526
'38	11	8	16	252	81	513	31	1	197	51	64	214	39	26	5	29	89	26	6	45	58	24	55	5	4189
'37	11	19	25	287	11	546	33	3	205	33	55	283	38	28	3	31	69	18	16	40	107	30	60	9	4377
'36	4	13	8	105	6	195	16	1	89	19	40	105	21	13	4	8	23	10	7	9	46	13	12	2	1963
'35	1			18	1	22	14		6	1	9	25	2	1		3	4	6		4	3	2	9		442
Prior to '35	10	9	8	89	9	159	12	1	77	12	43	87	18	7	6	10	30	11	8	10	34	4	28	4	1657
Year Not Given	5	1	2	30	2	43	4		42	8	5	301	5	7	2	20	61	7	1	4	1		7	1	1357
Chevrolet July 1, Total	124079	12563	32646	277911	45841	644461	229403	48986	544397	169842	141351	569235	46711	141610	53794	185434	566875	47581	21081	184830	172468	103201	245796	24937	9644383
'53	7339	859	2461	17354	2292	48198	11230	2760	34955	9442	7130	43154	2975	7122	2582	12110	37309	2636	1446	12512	6264	4344	18738	1605	637773
'52	8727	1042	2484	24412	3219	58687	16165	3750	48879	13013	9496	53422	3484	9648	3517	13378	51075	3388	1794	15371	11032	4442	16244	2001	799912
'51	12495	1545	3443	36786	5396	89482	26028	5967	72445	18244	14555	76734	5441	15219	5681	19892	72685	5270	2565	20830	18273	10988	27008	3096	1179948
'50	14261	1644	4099	39546	6361	96348	30553	5936	82783	22977	16557	81660	6066	17190	6401	23768	86249	6383	2632	27081	22541	13130	29706	3521	1332092
'49	10909	1266	3190	31014	5297	71823	23274	5105	63734	17042	13404	61268	4688	13938	5002	18502	62880	5002	2076	20197	18137	10818	23517	2678	1008237
'48	8916	775	2236	20114	3494	46844	16235	3737	42032	12679	8557	42079	2978	10007	4053	14069	41265	3267	1430	14074	11272	8193	17236	1865	684188
'47	9135	701	2017	18216	3694	41457	16015	3727	38659	12116	8661	36271	3110	9789	4482	13047	40182	3393	1430	12757	11046	7755	15899	1793	636182
'46	5156	452	1223	11201	2128	25286	10275	2106	22082	6843	5371	21142	1782	6249	2620	7752	23421	1887	832	7792	6941	4992	9195	969	378658
'45-'42	3062	318	574	5001	1341	10945	5387	1157	10492	3788	3422	8592	992	3572	1338	4643	13992	1159	355	2553	4333	2543	4881	543	199015
'41	12228	1098	2758	21835	4532	45365	23439	4504	40455	15770	14151	40927	4331	15675	5207	20332	48191	4682	1657	14751	18748	10391	22147	1950	822626
'40	7953	764	2193	17174	2727	35741	15985	2916	29054	11475	9543	32323	3409	11092	3450	12961	30442	3333	1468	11401	12075	7923	16521	1407	588057
'39	6425	508	1631	10832	1820	22097	11694	1946	16192	8034	6686	19766	2483	7433	2698	8742	18725	2086	875	7574	8297	5265	11456	986	388174
'38	4283	389	978	6849	948	13900	6075	1473	9174	5506	4812	11206	1284	3593	1797	4266	11695	1320	650	4366	5106	2892	8081	643	239769
'37	4964	477	1285	8093	1158	16914	8294	1513	15221	5418	7811	16929	1818	4912	1992	5494	11546	1842	783	5990	8638	4573	11094	721	315455
'36	3739	327	831	4686	746	10410	4234	932	9482	3803	5925	9008	870	2824	1327	3052	7832	1024	482	3668	5300	2815	7335	545	204030
'35	1247	120	368	1540	213	3381	1861	470	2868	1468	1831	3175	373	1241	470	1111	2801	327	159	1679	1626	814	2306	215	73095
Prior to '35	3123	273	833	3065	424	7333	2605	984	5438	2011	3371	6329	593	2002	1051	1768	5423	519	447	2146	2813	1312	4255	381	136090
Year Not Given	117	5	42	193	51	250	54	3	452	213	68	5250	34	104	126	547	1162	63		88	26	11	177	18	21082
Chrysler July 1, Total	11523	2795	3159	48823	4856	120256	14352	4620	74960	12558	18473	91665	6329	6952	4688	12812	47876	6163	2533	17694	23802	11200	26445	3217	1171348
'53	791	191	257	2873	271	12198	1058	389	5392	584	991	7364	482	615	289	1103	3983	410	251	1182	863	721	2576	216	89863
'52	908	256	266	4046	424	8944	1214	461	5526	1030	1171	6450	400	646	344	956	4746	454	182	1779	1419	528	1697	295	90179
'51	1505	365	328	5503	607	13856	1647	662	8526	1341	1903	10018	675	800	569	1509	6599	694	274	2281	2628	1236	3053	430	137113
'50	1752	397	408	6685	737	16388	1984	775	10662	1684	2200	12067	895	877	663	1803	7573	860	324	2398	3419	1438	3848	480	163160
'49	1416	255	330	5665	651	12844	1607	666	9016	1583	1736	10274	699	748	671	1495	5964	788	258	2022	2584	1367	3190	411	132189
'48	1172	258	295	4201	460	9433	1117	467	6652	1293	1276	7324	491	593	478	1253	4671	566	230	1681	1974	1038	2323	331	100716
'47	1080	240	256	3542	420	8725	1033	375	6200	1140	1244	6599	438	526	453	1013	4065	532	191	1408	1827	947	2090	240	90676
'46	580	156	176	2780	258	6524	743	188	4684	713	974	5017	351	385	252	669	2518	299	128	1009	1356	707	1362	138	64417
'45-'42	194	64	65	1028	101	2202	314	61	1475	291	442	1638	149	151	55	218	813	144	35	221	555	244	439	48	22928
'41	749	267	242	4814	438	11090	1539	210	6938	1156	2437	8928	622	715	323	1190	3213	574	228	1601	3000	1110	2194	258	111396
'40	447	130	175	2711	188	6330	890	109	3936	664	1216	5498	377	363	185	693	1600	284	141	919	1352	673	1222	130	60430
'39	261	60	109	1842	119	4128	504	65	1990	377	853	3378	278	227	116	345	780	191	80	434	820	418	768	76	36380
'38	200	38	62	1004	53	2425	248	42	946	224	483	1686	109	97	65	185	458	91	47	254	503	190	473	36	19440
'37	177	61	96	1229	70	2928	247	65	1717	215	754	2645	224	95	99	177	414	160	66	261	854	334	629	55	26790
'36	102	25	34	404	29	1016	83	28	575	117	347	897	60	38	51	80	169	65	33	123	275	105	203	24	10423
'35	34	7	21	160	9	370	43	13	212	56	138	385	21	25	11	30	61	15	25	41	142	56	131	21	4302
Prior to '35	123	23	31	294	17	752	74	44	399	75	302	729	55	41	45	47	126	30	40	76	225	87	226	26	8160
Year Not Given	32	2	8	42	4	103	7		114	15	6	768	3	10	19	46	123	6		4	6	1	21	2	2786
Crosley July 1, Total	274	64	172	2168	313	4203	977	117	3814	555	759	2665	327	409	120	1619	2719	219	163	1160	891	987	698	87	54870
'52	13	4	9	153	41	229	63	9	214	23	16	120	35	12	2	60	139	11	16	56	37	41	22	3	2718
'51	47	16	12	165	45	398	131	4	385	42	58	299	22	41	2	193	225	13	27	90	106	82	51	4	5147
'50	13	5	20	163	55	447	194	26	499	38	58	303	25	37	7	254	371	27	35	108	192	186	72	21	6313
'49	38	1	23	327	44	632	101	14	419	86	106	331	38	44	19	188	309	56	17	179	132	134	104	8	7390
'48	94	21	77	659	85	1543	232	28	1430	236	315	1033	138	83	59	591	1103	89	44	355	247	301	314	29	20080
'47	58	16	28	611	35	819	209	29	780	82	177	458	36	141	25	252	493	16	19	304	153	216	108	17	10985

(Continued on Page 77)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 74)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Crosley	'46	47	4	15	43	13	18	2		76	34	6	52	38	12	16	19	29	11	2	38	31	5	22	26	2
	'45-'42	7			19	1	19	6		27	7	1	8	18	2	4	3	7	2		17	7	6	4	2	
	'41	5	3		23	1	16	2		27	5		9	22		2	4	3	4		15	10	2		5	
	'40	5		2	9	2	1	2		12	2		2	19		1	6	4			2	6		3	2	
	'39	1	2		15	1	7	1		12	2		7	4	7	2	3	2	2		6	6	6	1	6	
	Year Not Given		9		28		1	1		23	20		18	15	6	1	4	8	1	4	14	17		3	4	1
DeSoto	July 1, Total	7317	4963	4542	112652	7858	16642	1938	3721	18485	9373	3939	57759	25650	13026	10092	8875	8911	4212	11931	30369	40092	17582	4061	20063	3084
	'53	594	208	433	5560	496	1259	149	249	1163	742	305	5176	2206	1094	704	652	807	342	554	2185	5000	1454	373	1662	230
	'52	716	395	592	7824	604	1323	191	393	1591	918	392	5842	2327	1266	958	702	1110	386	1757	2691	4345	1673	483	2195	343
	'51	784	391	639	9476	729	1537	221	438	1966	1027	352	6935	2719	1578	1110	868	1127	438	1772	3352	4915	1998	547	2112	358
	'50	1047	564	861	12542	1145	1986	327	580	2612	1372	515	9016	3642	2111	1559	1214	1648	545	1657	4233	6068	2891	743	3143	465
	'49	856	551	541	11801	898	1778	272	488	2222	1002	502	7606	3035	1578	1244	989	890	428	1609	3624	4927	1893	435	2242	400
	'48	705	517	311	9763	636	1322	158	377	1752	1031	365	5480	2040	1128	880	728	805	410	1234	2744	3702	1279	371	1514	281
	'47	466	484	240	9091	615	1180	135	333	1649	791	286	4522	1937	996	762	643	731	365	834	2395	3023	1122	228	1305	231
	'46	465	319	202	7220	466	1032	105	223	1289	590	232	3320	1476	758	558	585	405	253	550	1912	2190	976	191	974	186
	'45-'42	172	165	83	3049	183	303	34	70	356	216	81	760	494	212	210	211	160	76	102	533	449	341	86	370	41
	'41	571	476	203	12783	731	1532	123	239	1531	691	336	3318	2076	852	783	718	473	289	576	2471	2085	1247	217	1496	191
	'40	396	262	161	6773	427	1073	88	158	873	379	201	2360	1381	486	424	578	325	218	472	1512	1337	841	169	1013	130
	'39	239	224	110	4942	264	785	55	89	577	248	125	1260	798	338	300	382	173	146	298	1174	736	623	91	816	79
	'38	109	116	45	2808	177	467	26	26	270	118	62	632	369	172	175	179	87	92	153	538	330	382	47	370	33
	'37	112	148	69	4334	297	649	34	33	335	118	103	939	701	254	249	256	83	148	195	719	559	546	40	493	57
	'36	35	64	20	2194	96	202	9	8	137	34	38	248	177	100	97	70	24	29	60	161	156	163	10	154	36
	'35	14	29	8	882	42	75	1	3	41	18	16	87	68	42	37	27	8	19	24	50	40	62	4	60	7
	Prior to '35	23	28	16	1238	47	137	6	3	39	17	25	159	179	54	34	53	31	28	28	66	96	85	14	126	16
	Year Not Given	13	22	8	372	5	2	4	11	82	61	3	99	25	7	8	20	24		56	9	134	6	12	18	
Dodge	July 1, Total	27600	12833	15530	250038	25074	48017	6464	13219	56470	36301	10602	159522	68663	46362	34654	32990	29433	13372	38046	81564	121176	49587	14161	55261	10221
	'53	2307	785	1257	13273	1365	4474	605	738	3835	3481	804	12897	5138	3127	2441	2570	2171	1028	1622	5341	14006	3716	1209	3497	764
	'52	2587	825	1515	15498	1747	3792	568	1460	5102	3663	856	15846	5390	3618	3197	2629	2666	1010	5344	6339	11856	4235	1501	5287	877
	'51	2727	1120	1757	19346	2163	4585	789	1546	5809	3916	1095	19199	6526	5012	3487	3080	2788	1178	5858	7514	13912	5183	1695	4833	1153
	'50	3913	1476	2391	23475	3440	5270	975	2095	7625	5082	1179	23092	8837	6831	3843	3614	4215	1505	5490	9867	16133	7321	2068	7441	1333
	'49	3052	1352	1749	21637	2505	4669	789	1633	6619	3926	1324	19296	7899	6180	3898	3431	3803	1303	4211	8596	12975	5512	1710	6268	1220
	'48	2112	888	1233	17452	1881	3544	649	1088	4595	3060	780	14162	5591	3484	2692	2280	2899	1155	3342	7061	10103	3635	1201	4305	803
	'47	1991	1031	1006	18422	2015	3811	550	1378	4868	2844	806	14206	6163	3554	2688	2551	2285	1156	2951	6931	10107	3705	1037	4210	865
	'46	1467	707	756	13380	1364	2459	372	761	3172	1966	581	9189	4020	2281	1785	1806	1486	769	1616	4444	6523	2643	700	2875	535
	'45-'42	750	390	439	6262	615	885	120	219	1226	904	273	2348	1462	857	698	766	935	278	310	1616	1884	834	339	1060	207
	'41	1961	1063	906	21304	1955	3233	316	746	4144	2052	720	7930	4632	2782	2177	2394	1815	924	1844	6238	7023	2744	782	3602	613
	'40	1724	819	793	17251	1473	2638	217	497	3037	1846	588	6984	3935	2311	1805	2160	1405	810	1615	5177	5772	2535	639	3432	466
	'39	1175	642	577	14307	1264	2209	161	363	2172	1217	408	4562	2434	1869	1287	1590	1034	604	1054	4286	3225	2010	454	2843	331
	'38	495	305	215	7326	505	1147	82	158	998	499	189	1876	1108	831	690	784	479	338	572	1827	1114	1091	175	1078	203
	'37	645	632	472	15271	1212	2755	156	247	1519	785	432	3987	2613	1526	1347	1609	600	615	936	3550	3063	1894	247	1995	308
	'36	403	448	275	13074	871	1452	70	169	964	454	306	2225	1611	1023	796	951	425	377	632	1823	1900	1352	171	1281	307
	'35	114	166	78	6542	339	481	19	38	299	144	135	687	676	440	392	332	163	131	222	467	462	574	75	467	124
	Prior to '35	137	125	92	5083	336	598	17	43	254	209	121	711	586	617	401	379	189	190	228	457	505	561	95	717	109
	Year Not Given	40	59	19	1135	15	15	9	40	232	253	5	325	42	19	30	64	75	1	199	30	613	42	63	70	3
Ford	July 1, Total	134529	43531	72785	728237	80499	95268	17314	23508	166240	192196	32465	376079	201114	174563	139556	120904	121410	34561	89135	176558	453473	195305	82775	196379	32630
	'53	7336	2200	3508	37466	4180	7976	1421	2217	11029	10322	2010	34498	13678	8965	7943	6463	7179	2194	5923	12345	47191	11661	4197	13960	2187
	'52	9230	3144	5081	49524	5521	8012	1902	3407	14886	12990	2580	40072	17240	11337	10439	8139	9750	2633	15030	15072	52035	13233	5784	19362	2817
	'51	15280	5112	7958	75872	8747	12355	3022	4192	21145	20614	3809	54625	26355	18752	16017	13998	14789	3876	14738	23086	70388	20836	9063	22380	4236
	'50	19777	6408	10007	96557	11254	14093	3146	4708	25468	25402	4498	66728	32659	25817	19870	17475	19042	4485	18222	27621	74698	26348	11567	30720	4716
	'49	17743	6174	8757	87140	10893	12312	2746	3881	23319	22822	4485	60117	30473	25508	18394	16564	17401	4120	10797	24108	66283	23617	10233	26587	4405
	'48	5026	1138	2505	20601	2547	2456	543	632	5564	7140	1009	11025	6199	5395	4218	3710	4851	1052	4918	5540	11629	5079	3288	5890	969
	'47	7246	2150	3847	37886	4314	3867	802	972	8578	10891	1874	17867	10684	7959	6944	6320	6661	1757	4378	9089	20512	7900	4489	9269	1529
	'46	9519	2444	5062	30615	4914	4384	858	848	8863	14104	1713	18029	9914	9303	7399	6843	8242	2058	2046	10127	19789	10179	6490	9384	1751
	'45-'42	2926	933	1782	11613	1571	1329	254	171	3408	4101	536	4854	3157	3072	2405	2495	2764	670	420	2712	5767	3344	2196	3042	540
	'41	12372	3208	7041	50879	6069	6229	735	755	11749	16777	2255	17650	12265	12771	10529	10057	9436	2449	2545	12415	22993	14762	8113	13195	2098
	'40	8905	2061	4715	36474	4514	4504	407	407	8464	16340	1630	12182	8909	10005	7226	6911	6242	1986	1921	9337	15122	10951	5394	9533	1509
	'39	4799	1326	2658	24778	3170	3022	285	293	4862	7849	1079	7855	5306	7196	4651	4475	3911	1298	1716	6169	9553	7702	2975	6478	969
	'38	1473	770	1050	15626	1507	1806	173	159	2285	2270	535	3599	2782	3673	2409	1904	1604	685	772	3253	3188	4904	1116	3293	507
	'37	2299	1225	1385	24325	2417	3206	300	209	3602	3318	914	5949	5120	4619	3775	3081	1883	1035	1285	4805	8029	7519	1499	5061	907
	'36	2922	1251	1824	26906	2273	2890	187	221	3469	4259	837	4405	3603	3355	3001	2909	1798	1103	917	4429	6029	5182	1556	4040	854
	'35	1223	662	860	18912	1121	1738	100	133	1593	1884	488	2365	2492	2388	2073	1514	806	566	742	2089	2795	3488	776	2485	506
	Prior to '35	6343	3065	4677	80742	5448	5040	366	232	7102	9902	2149	13518	10081	14277	12123	7820	4758	2575	2326	4306	14556	18511	3666	11504	2129
	Year Not Given	110	260	68	2321	39	49	67	71	854	1211	64	741	197	171	140	226	293	19	439	55	2916	89	373	196	1
Frazer	July 1, Total	1421	815	825	11443	1507	1381	297	378	3112	1220	990	11405	4691	4410	2979	1685	1597	543	1528	2303	8256	3616	707	3083	746
	'51	81	46	29	551	71	143	24	23	203	63	30	882	310	218	192	77	117	41	20	181	513	395	34	192	41
	'50	15	6	13	215	14	15	4	4	54	10	15	135	82	39	52	40	11	11	144	35	83	41	14	59	10
	'49	240	123	174	1248	213	125	56	44	498	219	169	1854	758	825	466	278	330	101	209	258	1352	744	140	516	130
	'48	469	269	304	3304	574	390	96	121	1003	390	374	4333	1648	2085	1144	539	558	122	607	631	3003	1276	247	1240	282
	'47	590	363	293	5784	633	698	109	185	1304	516	400	4110	1762	1204	1107	737	560	266	539	1187	3260	1147	248	1057	283
	Year Not Given	26	8	12	341	2	10	8	1	50	22	2	91	131	39	18	14	21	2	9	11	45	13	24	19	
Henry J	July 1, Total	1568	581	842	5441	545	2274	12	631	4190	2155	182	4443	2749	841	1441	832	1381	689	2519	2633	5695	1449	923	1926	306
	'53	142	66	46	626	30	207		50	553	197	13	385	295	72	174	90	156	112	138	364	669	105	55	197	30
	'52	369	173	191	1070	90	416	1	164	774	439	37	833	520	140	324	209	323	146	1092	662	1040	243	170	627	70
	'51	1018	334	596	3601	412	1612	10	415	2790	1470	132	3155	1870	577	936	518	868	409	1281	1562	3875	1088	672	1090	206
	Year Not Given	39	8	9	144	13	39	1	2	73	49		70	64	52	7	15	34	22	8	45	111	13	26	12	
Hudson	July 1, Total	9087	5739	4342	94857	12497	14524	1832	4046	20381	10075	5467	69533	29575	15375	14832	9936	7895	5365	12860	24365	54604	18806	3901	16816	5157
	'53	360	191	161	3138	389	962	95	145	604	364	325	4265	1263	401	603	396	252	195	416	934	3283	878	178	569	323
	'52	759	452	293	7162	866	1267	200	445	1383	774	493	6151	1921	629	1241	682	460	360	2182	1419	3679	943	339	1128	494
	'51	986	724	621	10563	1817	2056	330	574	2560	1372	806	12530	4169	1826	2122	1116	875	563	2048	3008	7478	2349	483	1606	946
	'50	883	749	485	12873	1934	1384	234	634	2653	1218	620	11951	4102	1965	1740	1149	938	519	1875	2943	7342	3205	362	1662	683
	'49	1521	973	948	13391	3026	1883	286	776	3562	1813	871	12461	5342	3107	2701	1805	1990	790	2097	3140	7568	3725	818	3632	930
	'48	1164	572	539	10487	960	1609	223	470	2373	1225	466	6243	2963	1721	1599	1134	1034	588	1510	2795	6935	2004	491	1934	396
	'47	891	388	405	7414	675	1090	150	296	1698	939	361	4638	2260	1253	1052	884	642	432	912	2194	5215	1271	363	1528	272
	'46	888	457	305	7236	651	1101	138	284	1607	837	355	4187	2318	1240	992	891	571	440	642	2182	4737	1255	293	1375	291
	'45-'42	300	191	77	2818	272	309	33	43	470	245	205	963	685	441	372	262	174	183	38	589	1013	358	106	445	93
	'41	521	370	199	7275	465	926	63	131	1136	437	286	2210	1545	866	674	557	299	379	228	1800	2765	787	158	975	193
	'40	336	235	127	4543	411	675	44	97	845	308	222	1827	1261	733	475	423	272	277	252	1272	1663	609	123	813	183
	'39	145	116	42	2163	227	311	13	43	426	159	108	659	435	298	252	167	124	161	190	657	694	320	53	354	66
	'38	49	47	21	1142	132	181	12	15	230	61	74	269	214	169	221	92	70	88	78	305	295	198	27	168	37
	'37	140	118	63	1874	331	383	1	33	380	151	142	522	504	312	401	190	96	171	164	560	954	411	40	294	90
	'36	78	62	31	1139	184	146	6	26	243	57	83	287	314	179	178	80	40	84	84	281	408	214	28	152	89
	'35	27	35	7	604	72	78	1	5	47	20	26	77	122	76	84	32	15	30	38	102	120	101	8	63	47
	Prior to '35	30	28	13	746	81	152	2	17	75	27	19	135	127	146	108	52	23	104	47	171	207	174	12	87	24
	Year Not Given	9	31	5	289	4	11	1	12	89	68	5	158	30	13	17	24	20	1	59	13	248	4	19	31	
Kaiser	July 1, Total	4366	1981	2730	30931	3160	5491	1582	1237	8582	4211	2274	30805	13817	10415	7153	4813	5569	1874	5419	8194	28053	11601	2369	9012	1907
	'53	220	64	54	2700	71	411	98	36	268	233	99	1195	680	207	312	160	194	74	163	344	1762	382	67	298	83

(Continued on Page 78)

by Makes, States and Model Years

(Continued from Page 75)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Crosley '46	4	1	1	28	5	54	34	5	24	31	8	67	12	39	5	44	33	2	2	47	15	22	6	3	1053
'45-'42	4		1	22		24	2		9	6	11	22	6	6		10	7	1		12		2	2		314
'41			1	17		35	5		19	4	4	1	4	1	1	3	6		2	3	3	3	5	2	277
'40	1			8		5	3		11		1	11		3		6	9		1	1	4		2		146
'39	1			5	1	9	1	1	9	2		13		1		1	3	1		1			11		153
Year Not Given	1			10	2	8	2	1	15	5	5	7	11	1		17	21	3		4	2		1		294
DeSoto July 1, Total	**5514**	**1746**	**2517**	**34963**	**2759**	**102839**	**11580**	**3027**	**59353**	**9526**	**14744**	**71590**	**4891**	**5769**	**3022**	**9894**	**29000**	**5253**	**1801**	**13620**	**19922**	**6788**	**21390**	**1911**	**890556**
'53	380	108	174	2463	182	9991	1028	248	3992	611	846	5977	377	507	234	1001	2389	336	121	845	720	422	1899	149	68597
'52	527	152	210	3460	277	10076	1286	327	5004	1102	1034	6367	422	685	319	1026	3473	387	141	1428	1343	334	1742	190	82329
'51	698	157	240	3663	311	12705	1396	442	6001	1262	1244	7475	480	718	388	1200	3712	480	165	1583	1644	627	2074	204	96258
'50	876	221	239	4654	457	15596	1886	568	8143	1507	1668	10027	814	929	520	1581	4938	665	222	1925	2431	862	2843	306	126364
'49	604	178	242	4161	295	11532	1387	381	7254	1045	1617	8446	561	635	332	1059	3445	649	215	1599	2193	763	2571	243	103218
'48	493	137	257	2792	262	9124	907	305	5359	824	1055	6080	385	473	336	807	2531	457	164	1392	1693	611	1918	181	78076
'47	427	151	196	2657	231	7902	793	172	5155	693	1102	5441	338	376	221	664	2208	414	147	1086	1596	562	1783	144	68823
'46	361	103	176	2049	162	5853	736	141	4046	520	876	4167	243	329	164	521	1754	356	123	904	1289	487	1244	89	53170
'45-'42	83	42	44	581	79	1270	208	52	1092	203	334	1165	70	129	39	185	632	122	37	186	492	125	355	38	16320
'41	361	193	222	2707	197	5909	761	157	4741	636	1611	5073	378	393	141	701	1550	512	144	903	2440	688	1649	133	68208
'40	219	85	177	1968	110	4457	490	84	3180	406	975	4159	275	230	106	467	951	262	95	701	1220	498	1204	74	44430
'39	161	74	120	1482	70	3238	302	47	1935	227	684	2504	198	164	79	287	577	222	66	434	878	269	709	60	29659
'38	86	35	78	739	44	1715	129	26	881	166	387	1254	68	57	33	123	290	107	44	217	563	158	353	21	15357
'37	129	64	78	1043	46	2307	161	50	1636	203	673	1935	181	91	57	166	282	170	67	259	777	240	598	42	22726
'36	41	22	29	265	12	590	45	10	464	64	301	538	47	23	20	38	82	61	25	90	315	89	188	16	7697
'35	25	5	8	92	7	196	26	8	149	17	130	180	20	11	16	10	41	30	5	33	116	19	57	6	2871
Prior to '35	33	19	25	137	11	343	37	8	262	25	202	322	26	16	14	28	77	19	19	34	200	31	189	14	4639
Year Not Given	10		2	50	6	35	2	1	59	15	5	480	8	3	3	30	68	4	1	1	12	3	14	1	1814
Dodge July 1, Total	**20271**	**3718**	**8752**	**103939**	**9000**	**275751**	**38674**	**7905**	**164129**	**29070**	**35817**	**187939**	**14395**	**20686**	**10528**	**36482**	**117825**	**11398**	**5901**	**41531**	**47067**	**25575**	**60040**	**5342**	**2538895**
'53	1153	352	694	7087	563	22965	2827	599	11326	1316	2113	14923	1178	1764	640	3289	9599	778	667	2247	1930	1681	4956	326	187424
'52	1613	315	737	9974	876	24766	3416	798	13837	2932	2020	16304	1127	2058	822	3407	11983	732	563	4250	2644	1585	4835	416	219418
'51	2239	322	849	10592	927	29645	4078	955	16716	2937	2680	19436	1315	2321	1124	3627	12114	1004	493	4610	3774	2635	6324	562	257550
'50	2813	403	993	13066	1203	36524	5391	1091	21575	3926	3424	24044	1811	2859	1405	5106	18002	1316	620	5265	5085	2920	7514	755	326631
'49	2546	298	885	10740	1135	30437	4780	1087	18529	3240	3581	20175	1569	2399	1332	4083	15984	1240	666	4610	5057	2820	6701	727	280178
'48	1477	290	798	8440	678	22456	2780	684	13468	2285	2302	15035	1043	1513	983	2723	9172	963	477	3496	3407	1947	4452	423	201287
'47	1589	283	748	8957	761	23865	3166	556	15025	2208	2412	15887	1079	1463	980	2664	10004	977	436	3538	3510	2106	4655	382	208384
'46	1081	185	444	6051	558	15037	2201	402	9877	1505	1803	10563	803	1031	586	1818	6342	668	306	2261	2622	1541	3403	275	139019
'45-'42	432	91	165	1787	208	4297	876	186	3107	697	1189	3074	271	493	213	841	2568	296	96	645	1396	563	962	111	50241
'41	1142	287	516	6796	634	16531	2594	437	11448	2011	3303	11927	1017	1290	592	2485	6716	805	314	3164	4676	1855	3711	322	168473
'40	1040	225	503	5559	441	13081	2218	312	9131	1724	2272	9913	847	1050	533	2043	5563	737	316	2324	3238	1733	3303	272	138307
'39	798	183	408	4540	324	10892	1642	219	5751	1296	1847	6619	724	844	381	1448	3774	506	255	1627	2636	1077	2544	204	102617
'38	394	63	204	2371	148	5756	663	119	2435	644	935	3523	302	344	198	620	1438	217	148	832	1154	530	1212	82	48417
'37	736	172	376	4301	267	10147	1038	193	5633	983	2497	7774	646	594	311	1166	2178	505	257	1191	2599	1199	2708	197	96084
'36	587	123	241	2321	142	5692	605	126	3725	687	1913	4431	400	371	226	621	1221	382	173	798	1839	822	1569	157	62532
'35	240	63	82	627	62	1685	179	62	1207	343	716	1395	143	150	81	187	433	143	57	365	723	245	617	58	23430
Prior to '35	361	60	93	656	61	1846	216	77	1190	300	788	1335	117	131	105	225	483	104	57	292	766	312	543	69	22947
Year Not Given	30	3	16	74	12	129	4	3	149	36	22	1581	3	11	16	129	251	23		16	11	4	31	4	5956
Ford July 1, Total	**107213**	**10878**	**23027**	**174428**	**33340**	**432062**	**217529**	**43561**	**399236**	**150011**	**103998**	**387330**	**32832**	**142408**	**44159**	**140232**	**501039**	**36353**	**14348**	**154205**	**128617**	**70377**	**174024**	**18314**	**7520535**
'53	5499	672	1683	12835	1722	34076	8510	2258	26587	7019	5891	33882	2091	4942	1852	8673	33573	2350	1084	9240	5349	3254	14571	1101	496763
'52	6972	907	1967	18054	2519	43537	12630	3066	35503	11390	7231	41302	2724	7644	2624	9538	42812	2716	1147	14169	8658	2960	12329	1543	633162
'51	10149	1276	2408	28260	4255	66907	25087	4744	56965	15314	11134	57490	4462	13430	4492	16435	62697	4338	1589	18470	14345	7995	19990	2160	945637
'50	13251	1457	3143	31606	5081	75319	33083	5310	69707	20147	13242	68196	5722	18225	5438	20928	79616	5512	1932	24621	18844	10637	25624	2437	1160364
'49	12734	1324	2849	25026	4892	64879	29901	5325	60881	15165	12600	54820	4503	17907	5541	20135	69960	5259	1848	19347	18814	9585	23350	2397	1027921
'48	3863	307	833	4588	1148	12523	7651	1306	11874	7491	3087	10172	805	4473	1623	5015	18254	1106	445	8802	4314	2336	4519	527	239986
'47	5806	550	1098	8416	1937	21842	13834	2207	21396	8710	4937	18079	1339	7898	2359	7055	27498	1949	764	10259	7496	4361	7581	996	386152
'46	5940	473	1283	8096	2072	21203	14976	2537	19780	8500	4696	18528	1691	9543	2855	8885	30604	1882	776	8550	6649	4266	8543	1051	398257
'45-'42	1950	190	345	2425	899	5126	3908	893	5905	3108	1673	4597	474	2357	888	3047	11137	762	209	1783	3013	1158	2629	388	124926
'41	8467	731	1533	8882	2616	20537	18894	3784	23143	13995	7140	19556	2213	12830	3789	11931	38268	2777	882	9590	9165	5379	12206	1360	509015
'40	6602	475	1280	5955	1673	14312	16580	2314	15778	9797	5119	12986	1817	12565	2621	9184	27314	1799	807	7965	6208	3933	8160	921	371814
'39	4560	330	840	4126	1031	9706	8245	1357	10030	6547	3545	7838	1283	6770	1832	4669	14971	1240	482	5104	3725	2577	6153	576	231912
'38	2412	204	400	2448	455	5612	2948	822	3967	3283	2242	4045	552	2545	951	1605	6352	559	234	2343	1923	1035	3593	296	112169
'37	3057	286	647	3854	593	9390	3991	1050	9766	3774	4392	8476	934	3544	1468	2393	7461	873	364	2964	3966	2240	6365	496	180111
'36	2758	341	691	3046	584	8478	3856	924	7646	3789	4545	6613	728	4417	1094	2771	7406	979	362	2440	4316	2088	4252	462	164806
'35	1833	217	371	1625	269	5015	2172	755	3613	2288	2313	3887	367	2106	701	1472	3901	431	220	1831	2117	1125	2916	254	95598
Prior to '35	11229	1130	1600	5062	1553	13469	11211	4902	16362	9417	10148	14148	1095	11068	3984	6033	18319	1749	1203	6648	9686	5395	11083	1345	425055
Year Not Given	131	8	56	124	41	131	52	7	333	277	63	2715	32	144	47	463	896	72		79	29	53	160	4	16887
Frazer July 1, Total	**1650**	**216**	**288**	**3836**	**668**	**10008**	**1900**	**731**	**8417**	**1506**	**2324**	**7330**	**478**	**619**	**1190**	**1294**	**5158**	**829**	**263**	**2045**	**2842**	**1274**	**3806**	**385**	**129995**
'51	55	8	14	330	28	985	120	27	683	20	179	824	37	30	60	83	303	66	16	30	213	89	294	23	8994
'50	22	4	21	29	16	109	16	6	104	64	27	124	8	6	15	11	54	19	13	103	41	24	47	4	2008
'49	274	26	43	418	114	1270	341	176	1468	194	296	1412	76	105	292	226	926	149	46	262	435	204	781	62	20666
'48	609	77	78	1189	246	2982	585	235	2742	599	758	2105	134	170	360	448	1866	281	80	711	853	424	1395	133	44069
'47	685	98	130	1824	257	4591	832	287	3342	611	1022	2795	206	302	454	515	1948	312	108	912	1281	531	1258	159	52802
Year Not Given	5	3	2	46	7	71	6		78	18	42	70	17	6	9	11	61	2		27	19	2	31	4	1456
Henry J July 1, Total	**561**	**82**	**408**	**5345**	**269**	**9449**	**2768**	**182**	**6263**	**612**	**1270**	**8372**	**549**	**1501**	**311**	**1398**	**2999**	**262**	**301**	**2544**	**1234**	**1010**	**1331**	**84**	**95353**
'53	66	9	42	795	22	1029	182	6	611	18	130	898	70	122	14	181	209	31	49	131	97	63	121	4	9672
'52	126	9	98	1120	36	1868	497	23	1130	97	247	1693	121	364	35	324	690	58	49	726	259	144	202	8	20047
'51	348	63	248	3399	209	6498	2069	139	4417	437	880	5747	341	1007	257	874	2049	168	200	1467	868	797	979	71	64029
Year Not Given	21	1	20	31	2	54	20	14	105	60	13	34	17	8	5	19	51	5	3	220	10	6	29	1	1605
Hudson July 1, Total	**6235**	**1422**	**3559**	**31673**	**3353**	**71986**	**11820**	**2511**	**55622**	**8705**	**13446**	**56894**	**4198**	**6967**	**3339**	**9773**	**29827**	**6269**	**1830**	**14105**	**18010**	**7114**	**22754**	**2576**	**865855**
'53	209	65	262	1864	163	3876	354	96	2143	197	583	2847	233	266	106	404	1088	228	53	610	474	217	1180	101	38309
'52	415	134	294	2623	262	6015	822	222	3975	611	1074	4523	313	556	184	765	2388	419	106	1568	1091	278	1194	266	65820
'51	1054	230	440	4841	503	10273	1557	529	7650	995	1854	8562	466	922	607	1306	3893	1011	208	1685	2164	885	3271	420	118854
'50	687	203	407	4068	457	9876	1337	317	7181	1144	1435	7177	459	731	531	1146	3998	908	188	2018	1680	705	3127	324	114207
'49	986	220	464	4700	669	11044	1980	572	9482	1467	1888	8635	568	1083	771	1929	6013	1388	324	2495	2246	1093	3921	588	143682
'48	782	175	345	3621	354	8622	1494	277	6736	1252	1294	6317	507	711	330	1329	4278	529	172	1825	1861	833	2285	198	97562
'47	507	95	277	2400	262	5884	1071	138	4550	781	943	4657	381	653	208	851	2630	318	149	1151	1542	768	1640	141	69220
'46	464	86	230	2022	214	5509	1037	146	4298	700	1015	4449	383	622	226	703	2192	352	164	1010	1475	670	1634	123	64997
'45-'42	197	29	75	588	76	1149	331	32	1091	239	436	951	107	212	43	210	545	220	28	176	634	177	535	59	18825
'41	284	77	223	1803	139	3018	656	49	2929	377	1155	2575	271	434	84	410	932	298	109	561	1627	520	1342	107	45225
'40	203	49	194	1311	97	2350	509	53	2226	303	723	2218	203	325	83	298	691	188	92	422	949	399	1033	73	33018
'39	96	16	89	597	48	1267	234	24	729	187	327	949	109	125	36	107	316	112	70	184	451	149	419	43	14867
'38	62	7	34	299	19	679	92	27	421	95	260	516	39	75	23	49	195	66	26	93	409	72	225	27	8005
'37	128	14	96	487	43	1254	184	14	1195	168	170	1126	75	134	36	130	292	107	69	140	729	182	461	39	15598
'36	68	11	42	185	20	555	77	5	508	96	130	472	38	59	28	59	164	72	33	79	373	100	224	30	7901
'35	26	3	27	59	10	193	33	5	211	35	66	172	15	22	24	22	70	15	11	35	148	23	87	16	3165
Prior to '35	58	8	52	127	11	382	47	4	255	50	82	288	24	30	16	28	70	26	27	43	155	41	161	19	4611
Year Not Given	9		8	78	6	40	5	1	42	8	11	460	7	7	3	27	72	12	1	10	2	2	15	2	1989
Kaiser July 1, Total	**4033**	**457**	**1173**	**14201**	**1590**	**34131**	**6119**	**1874**	**27660**	**3383**	**6105**	**30051**	**1788**	**2353**	**2529**	**4244**	**14503**	**2211**	**934**	**6560**	**7875**	**3359**	**11397**	**769**	**396865**
'53	109	10	55	810	17	1521	153	41	1148	42	291	1581	89	101	35	151	476	123	38	153	375	79	445	14	18032

(Continued on Page 79)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 76)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Kaiser	'52	369	167	170	3369	163	574	191	123	624	352	197	1855	946	401	489	286	399	156	948	594	2045	657	177	644	153
	'51	1165	574	820	8328	856	1977	636	337	2575	1299	724	9664	3970	3092	2144	1388	1632	510	750	2413	9480	3700	695	2299	508
	'50	142	70	130	1648	130	203	75	70	419	124	70	1253	586	534	313	215	225	103	984	380	784	743	98	407	59
	'49	1778	335	614	4051	603	714	185	208	1598	698	386	5620	2615	2316	1266	833	1262	418	753	1268	4432	2477	456	1789	367
	'48	909	404	585	5276	759	787	259	292	1642	769	477	7554	3148	2864	1718	1094	1084	256	1278	1653	5752	2442	488	2397	420
	'47	740	355	339	5363	560	812	137	187	1333	676	318	3472	1695	970	895	793	721	349	519	1517	3692	1183	350	1160	315
	Year Not Given	43	12	18	196	18	13	1	4	123	60	3	192	177	31	16	44	52	8	24	25	106	17	38	18	2
LaSalle	July 1, Total	325	315	113	8805	504	1556	184	251	1266	502	105	1857	796	387	200	463	224	355	619	2179	1227	688	116	720	92
	'40	122	90	34	2349	165	476	71	105	471	206	32	829	293	108	61	193	77	120	173	724	463	238	43	267	33
	'39	97	96	35	2099	121	398	51	62	352	142	28	438	189	111	54	107	66	85	188	567	318	175	32	177	20
	'38	35	29	12	1092	50	202	15	40	154	54	11	190	85	47	26	46	25	49	92	284	144	69	12	88	11
	'37	57	66	22	1951	109	325	34	33	180	71	23	240	134	88	39	76	36	55	114	434	203	137	15	111	19
	'36	8	19	4	632	39	60	6	5	43	15	7	73	47	22	12	19	5	19	29	79	40	33	2	31	3
	'35		5	1	298	5	33	3	4	21	6	2	24	14	3	4	9	8	10	2	39	12	15	2	15	
	Prior to '35	4	9	2	306	10	53	3	1	14	2	2	24	13	6	3	7	4	15	17	45	19	18	3	20	5
	Year Not Given	2	1	3	78	5	9	1	1	31	6		39	21	2	1	6	3	2	4	7	28	3	7	11	1
Lincoln	July 1, Total	2923	1643	1101	34400	3207	4408	645	1292	9163	3762	1179	14819	5745	3185	3018	2060	2848	982	3168	6865	12669	3694	1432	4675	1036
	'53	297	102	81	2694	313	413	52	77	639	328	138	1507	595	294	316	146	204	81	218	519	2155	349	102	387	98
	'52	348	161	127	3034	279	444	82	127	911	426	112	1773	698	303	297	174	288	105	612	655	1823	352	175	511	112
	'51	344	144	152	3211	365	524	98	176	1084	490	162	2190	757	414	371	203	303	99	531	803	1820	445	180	523	141
	'50	377	136	114	3297	411	401	86	202	1180	528	120	1787	680	415	348	200	332	113	622	684	1538	392	154	614	117
	'49	791	403	316	7781	932	1069	172	395	2589	1040	310	4337	1629	933	898	670	840	205	504	1643	2819	974	408	1239	281
	'48	85	52	32	1302	74	182	14	47	352	113	30	464	160	79	70	54	90	24	254	218	260	88	44	121	25
	'47	179	114	82	2543	152	332	32	87	713	192	78	1009	377	171	162	140	193	83	174	582	690	217	98	295	40
	'46	124	73	55	1522	117	243	31	58	417	150	43	621	230	143	118	137	155	48	48	396	507	191	63	237	34
	'45-'42	37	44	12	699	42	63	5	7	139	44	15	144	77	43	36	30	69	20	13	126	147	74	27	61	8
	'41	107	103	43	2157	164	255	22	45	333	147	50	348	164	121	134	99	134	59	44	421	257	180	74	225	41
	'40	95	102	37	2084	144	195	16	36	326	98	45	251	152	110	125	84	103	40	35	314	209	129	29	181	38
	'39	67	75	21	1526	112	120	16	11	172	93	34	154	98	66	62	58	74	43	42	217	176	111	38	121	35
	'38	22	44	12	963	33	45	12	12	114	27	22	68	34	31	30	29	26	22	19	101	92	74	10	54	16
	'37	30	54	13	900	41	66	5	3	98	34	16	80	54	42	33	16	22	26	20	117	110	80	18	52	29
	'36	11	17	1	380	20	23	1	2	37	8	4	27	19	14	11	8	1	4	11	34	28	22	2	29	20
	'35	1			33		2		1	2			4	3						5	10	4	3	1	3	
	Prior to '35	1	3	2	187	6	23		2	13	7		26	13	4	5	8	7	10	1	23	8	12	3	5	1
	Year Not Given	7	16	1	87	2	8	1	4	44	37		29	5	2	2	4	7		15	2	26	1	6	17	
Mercury	July 1, Total	22399	9081	10407	164180	18586	23380	3121	5447	40028	30952	7204	90514	35269	27976	23772	16519	20528	5818	17351	37131	85443	31165	11816	35702	6737
	'53	1593	572	690	12065	1147	2091	266	382	2611	2127	718	8316	2925	2079	1746	1190	1162	561	1202	2590	8789	2502	839	3171	531
	'52	2216	1075	1057	18742	1592	2502	390	629	4021	2999	989	11255	4007	2673	2666	1644	1944	666	3304	3795	10356	3008	1317	4220	829
	'51	3860	1624	2051	29166	3179	4595	687	1122	8021	5685	1332	19453	6883	5499	4618	2968	3701	1134	3545	6993	17716	5777	2146	6408	1347
	'50	4438	1502	1792	28725	3375	4382	640	1313	8472	5751	1108	17324	6128	5473	4440	2489	4056	973	4831	6704	16222	5803	1993	7560	1105
	'49	3885	1622	1695	27287	3733	4086	614	1253	7496	5263	1242	17416	7075	5933	4760	3172	4138	1001	2056	7033	14583	5755	1929	6077	1220
	'48	793	307	351	5107	616	619	72	157	1314	1054	178	2748	1349	690	692	671	739	138	1017	1192	2559	809	436	1042	181
	'47	1169	528	575	10112	1081	1263	142	185	1880	1662	367	4100	1802	1151	1102	887	1038	332	583	2485	4134	1449	656	1544	389
	'46	1378	485	665	7970	1065	1092	106	139	1769	2000	359	3488	1678	1282	1026	1016	1211	226	243	2089	3546	1619	730	1677	376
	'45-'42	316	141	190	2054	282	219	29	34	517	485	101	757	392	311	249	253	377	74	39	392	800	433	252	406	81
	'41	1357	524	646	9434	998	1002	72	77	1706	1738	398	2298	1303	1170	1092	1025	1050	266	175	1495	2847	1689	761	1568	310
	'40	847	385	401	7906	955	852	62	86	1244	1245	262	1941	1063	974	818	749	652	264	172	1476	2306	1400	391	1246	229
	'39	502	227	275	4934	525	622	35	54	751	723	147	1141	541	675	532	404	384	179	106	838	1331	902	286	735	139
	Year Not Given	45	89	19	678	38	55	6	16	226	220	3	277	123	66	31	51	76	4	78	53	254	19	80	48	
Nash	July 1, Total	10346	6134	6209	105923	12093	18907	2295	3731	23574	11253	6026	84500	33370	19640	17577	13027	9841	5408	15334	35685	58485	25012	5921	32558	4737
	'53	596	195	276	5199	512	1578	136	131	975	553	390	6745	2286	1031	1137	963	352	355	847	2730	5225	1065	252	2839	209
	'52	1376	540	812	14509	1010	2034	286	501	3366	1462	742	11242	3839	2077	2438	1708	1545	483	3013	3661	8132	2212	779	4588	440
	'51	1897	1219	1243	19012	2228	3196	458	851	4813	2208	1200	16997	6992	4088	3816	2640	1684	852	2520	5859	11729	3894	1079	6052	692
	'50	1630	904	990	16053	2290	1982	334	590	3508	1515	934	12193	5847	3554	2892	1833	1303	651	2184	4507	7408	4149	781	5544	640
	'49	1187	766	768	9675	1407	1701	275	440	2624	1230	747	9179	3960	2370	1956	1322	1237	572	1654	3612	5922	3042	740	3360	648
	'48	993	558	577	7685	977	1895	238	401	2040	1212	436	6716	2664	1427	1272	1027	1043	516	1586	3674	5948	2083	619	2182	425
	'47	918	494	472	7489	873	1771	199	318	1739	1035	395	5857	2307	1255	1122	976	889	448	1258	3190	4948	1932	537	1958	362
	'46	826	475	448	6926	798	1444	180	267	1605	904	339	5403	1934	1087	993	932	838	432	880	2719	4002	1771	489	1669	325
	'45-'42	177	129	73	2153	191	307	24	20	368	180	99	1469	495	310	283	216	138	135	120	601	787	549	111	454	129
	'41	253	276	197	5545	507	911	71	80	853	372	277	3198	1148	750	623	511	274	237	462	1605	1708	1490	172	1318	241
	'40	195	183	144	3328	412	613	35	47	572	199	147	2012	747	546	337	355	174	218	210	1048	1010	937	108	993	183
	'39	112	103	77	2202	225	412	16	28	361	100	101	1126	383	332	169	181	96	136	205	830	494	548	75	577	117
	'38	57	53	44	1188	137	220	13	16	203	62	46	532	152	215	123	97	56	81	82	406	216	445	52	337	65
	'37	69	116	47	2097	311	454	19	16	246	84	98	1074	351	310	195	141	92	156	101	789	502	575	49	357	135
	'36	27	67	18	1170	127	186	7	3	114	39	39	293	97	145	109	49	46	43	71	264	136	166	25	138	69
	'35	5	9	2	653	25	37		4	24	5	12	66	36	19	12	15	11	17	30	66	32	32	5	46	27
	Prior to '35	16	22	14	709	58	154	1	7	34	24	20	188	99	104	76	34	39	74	38	109	79	119	25	105	30
	Year Not Given	12	25	7	330	5	12	3	11	129	69	4	210	33	20	24	27	24	2	73	15	207	3	23	41	
Olds.	July 1, Total	21658	12234	11448	247141	22970	44621	7733	12366	51675	30544	9852	140911	63270	36590	30523	29046	23622	12507	30791	90208	119471	42187	11807	49235	9613
	'53	1800	655	863	14364	1448	2808	507	797	3388	2798	856	11116	4163	2670	2253	1874	1603	685	1602	4550	13961	3286	993	3948	771
	'52	2356	982	1246	18900	1801	3070	720	1197	4920	3436	918	13509	5376	3086	2899	2271	2603	847	4417	6048	13257	3664	1409	4726	1001
	'51	2836	1359	1531	25931	2548	4674	971	1590	6352	4139	1158	18278	7322	4499	3653	3182	3265	1170	4879	9240	15576	4874	1694	4823	1334
	'50	3971	2050	2013	36260	3987	6807	1406	2329	9153	5805	1541	25846	10679	6716	4855	4511	4584	1659	5682	13751	20580	7510	2141	7724	1635
	'49	2561	1384	1311	26262	2603	5130	948	1648	6842	3464	1170	17918	7545	4570	3508	3319	3061	1359	4005	10061	12702	5006	1315	5405	1145
	'48	1398	755	715	15447	1365	2935	556	1933	3644	1827	581	11107	4840	2400	2166	1940	1622	818	2177	6363	9610	2670	706	3348	595
	'47	1416	810	780	16135	1666	3482	729	906	3608	1907	605	11495	5319	2608	2228	2173	1559	891	2059	7442	9739	2868	719	3533	615
	'46	872	518	426	9760	1010	2056	384	448	2189	1239	420	6530	3027	1529	1389	1366	926	565	1039	4492	4910	1771	430	2179	360
	'45-'42	441	317	189	5269	483	925	176	140	926	489	189	2181	1242	600	576	634	511	298	244	1901	1569	794	249	1032	140
	'41	1542	1146	839	24112	1970	4169	531	618	3954	1933	794	8749	4784	2588	2477	2663	1562	1166	1181	9053	6610	3298	790	4271	724
	'40	985	691	575	15820	1184	2738	337	294	2441	1314	578	5615	3358	1743	1641	1985	910	977	1158	6119	4074	2075	548	2971	439
	'39	534	430	320	9402	767	1720	172	132	1277	698	290	2571	1474	1016	877	1020	509	597	683	3841	1899	1194	276	1655	252
	'38	248	240	151	5567	433	883	86	61	670	365	168	1256	810	557	451	474	265	341	321	1739	790	724	145	902	156
	'37	375	431	273	10718	881	1623	117	132	1134	530	309	2562	1686	1003	790	885	342	529	544	2940	2097	1211	188	1336	252
	'36	189	256	125	7330	495	1008	49	62	588	274	159	1193	886	576	376	443	152	363	378	1851	1072	695	98	825	113
	'35	74	101	55	3759	210	321	18	26	199	82	63	439	463	241	223	164	47	131	153	544	380	300	26	275	54
	Prior to '35	38	58	28	1262	110	254	17	16	128	58	50	286	244	166	123	95	51	104	101	240	279	239	34	222	27
	Year Not Given	22	51	8	843	9	18	9	37	262	186	3	260	52	22	38	47	50	7	168	33	366	8	46	60	
Packard	July 1, Total	5943	4148	2824	77849	6793	16263	1820	3653	18134	8228	2600	43974	16559	9190	7838	7327	6436	3352	11150	21207	30646	13671	3107	13980	2649
	'53	477	226	149	3717	336	1175	95	191	1162	618	216	3493	1752	481	509	494	548	188	505	981	3676	946	233	1025	204
	'52	781	343	282	4897	548	1027	143	405	1772	873	293	3770	1470	779	840	661	926	201	1525	1265	3157	1117	487	1541	247
	'51	814	469	408	7510	910	1746	271	488	2517	1185	449	7246	2337	1404	1233	915	964	324	1345	2185	4594	2125	514	1668	434
	'50	606	317	310	5563	779	1214	217	455	1853	822	267	5013	1950	1158	1116	774	655	240	1464	1453	2467	2009	313	1417	270
	'49	738	408	495	6298	889	1356	222	488	2271	1039	349	7048	2556	1609	1275	1011	873	371	1587	2155	4323	1971	456	1963	427
	'48	509	494	345	9161	769	1611	235	495	1989	848	263	5489	1970	1290	808	794	626	456	1045	2338	4475	1283	303	1358	290
	'47	318	233	141	4534	399	834	124	227	914	465	133	2260	871	470	370	367	373	210	501	1291	2145	636	138	700	143
	'46	255	173	116	3493	300	648	90	172	712	357	84	1714	657	343	316	335	234	143	432	1019	1116	483	133	533	95
	'45-'42	235	185	76	3266	194	553	57	93	551	275	59	1028	412	235	194	253	212	111	185	830	593	338	88	416	60
	'41	387	322	131	7116	454	1306	131	203	1284	476	139	1874	727	353	325	478	316	242	680	1980	1134	642	133	890	127
	'40	372	389	160	7385	462	1771	90	149	1276	544	140	2064	764	392	345	496	332	287	606	2021	1185	755	129	1016	125
	'39	146	133	56	3853	191	696	47	71	520	196	53	875	282	143	132	177	117	132	433	992	373	325	54	414	38

(Continued on Page 80)

by Makes, States and Model Years

(Continued from Page 77)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Kaiser '52	210	40	120	1140	30	2858	472	86	2035	115	583	2790	111	261	82	265	1154	205	84	789	729	121	499	28	30856
'51	1046	140	255	5147	366	11371	2128	542	8875	545	2052	10415	645	720	698	1088	4521	726	295	1032	2876	1033	3666	171	121889
'50	121	16	156	425	78	1371	255	84	1174	393	203	1581	68	60	129	159	504	95	60	1165	370	181	511	40	18964
'49	774	60	189	1774	354	6029	971	515	4975	521	928	5391	299	344	558	812	2458	429	177	988	1146	625	2389	190	68938
'48	1155	92	191	2957	396	6399	1193	360	5662	1068	1190	4820	303	447	638	1020	3098	386	153	1450	1365	783	2627	205	82265
'47	605	96	196	1880	337	4473	936	243	3629	660	826	3320	266	411	378	703	2137	241	127	938	988	535	1224	118	53718
Year Not Given	13	3	11	68	12	109	11	3	162	39	32	153	7	9	11	46	155	6		45	26	2	36	3	2203
LaSalle July 1, Total	134	128	186	2676	127	5745	553	24	2123	388	749	2819	359	273	86	355	970	180	146	424	893	332	700	50	44269
'40	36	41	56	927	46	1989	186	7	796	120	187	1017	109	103	29	134	393	60	33	146	258	119	265	21	14821
'39	33	33	52	694	36	1539	177	5	502	116	200	675	92	83	19	117	240	46	31	132	190	78	157	13	11268
'38	21	18	24	340	13	668	72	2	227	42	87	297	48	28	9	25	123	25	13	52	180	44	79	5	5304
'37	25	23	34	478	16	1045	89	7	417	60	171	602	64	37	16	50	118	32	42	63	177	66	129	8	8341
'36	9	7	10	103	4	215	17		75	25	62	117	27	9	4	9	39	7	10	21	40	15	36	1	2114
'35	3	1	4	43	5	96	9	1	36	7	17	48	7	3	2	6	14	5	4	6	18	7	17	2	896
Prior to '35	6	4	5	70	6	144	3	2	41	13	23	54	10	4	1	4	9	3	8	2	23	3	15		1058
Year Not Given	1	1	1	21	1	49			29	5	2	9	2	6	6	10	34	2	5	2	7		2		467
Lincoln July 1, Total	1796	796	626	9076	1252	21484	3494	621	13011	3206	3958	13951	1113	1945	868	2447	12563	1390	362	3618	3952	1725	4180	682	238035
'53	189	71	51	475	66	2220	238	64	1047	239	321	1310	84	157	79	228	1206	109	33	253	233	112	478	55	21423
'52	213	75	74	673	108	2078	414	85	1398	321	320	1510	92	217	94	244	1590	129	38	459	325	88	368	63	24905
'51	234	79	60	1051	159	2640	496	91	1741	304	418	1849	133	279	132	282	1723	153	38	404	398	215	504	103	29016
'50	231	92	71	979	135	2260	414	63	1582	387	376	1595	100	260	88	236	1505	126	28	554	416	251	473	72	27142
'49	442	218	120	2555	405	5521	1046	169	3924	630	909	3993	274	494	297	754	3683	409	85	828	1083	562	1234	202	63015
'48	49	23	34	374	44	749	74	20	381	244	83	321	38	49	10	77	365	34	9	289	90	49	89	21	7750
'47	90	52	51	813	66	1867	194	18	893	223	235	839	95	128	35	158	688	90	30	245	268	91	264	31	16199
'46	84	26	28	572	55	1244	144	21	650	168	165	671	70	76	26	133	515	58	27	164	204	66	182	17	11127
'45-'42	10	13	8	145	24	253	45	7	153	54	91	161	18	31	10	38	160	17	1	27	74	21	59	8	3410
'41	55	31	42	512	50	884	149	21	392	188	287	517	78	94	30	112	374	70	23	118	239	84	182	38	10297
'40	69	51	35	376	56	641	126	17	310	182	206	364	65	72	17	67	319	70	16	124	184	70	130	27	8572
'39	43	22	18	225	36	447	81	20	214	126	204	264	29	44	23	62	198	59	17	66	176	45	89	17	6067
'38	39	10	12	121	17	248	33	3	91	50	129	138	16	18	8	19	71	27	9	39	94	45	38	9	3196
'37	27	21	11	102	17	254	32	16	145	57	133	162	11	19	15	17	96	22	4	29	120	18	64	13	3364
'36	9	9	5	45	10	80	6	1	25	19	57	55	3	5	2	3	25	13	1	11	35	6	16	3	1178
'35		1	2	6		19	1	1	6	1	2	6	1	1			1		1	2			1		124
Prior to '35	5	1	3	34	2	67	1	4	41	9	17	32	6		1	4	10	1	2	5	12	2	6	2	637
Year Not Given	7	1	1	18	2	12			18	4	5	164		1	1	13	34	3		1	1		3	1	613
Mercury July 1, Total	15641	2933	3986	49644	8166	111317	31821	5993	83897	25197	20128	81446	6677	17676	7929	19870	98368	8684	2323	23901	22893	11016	30401	4044	1474477
'53	1118	239	298	3520	488	10677	1932	387	5740	1557	1532	7440	524	1011	423	1473	7331	721	224	1815	1191	766	3024	266	115562
'52	1528	352	430	4952	743	12735	2983	629	8994	2560	2263	9371	608	1594	674	1962	10747	1011	281	2858	2401	603	2781	449	161405
'51	3035	547	670	10988	1646	23651	5930	1200	17028	3751	3863	17378	1215	2840	1547	3358	18951	1567	492	3861	4188	2154	5988	801	286159
'50	2870	538	709	10697	1697	21530	6037	803	15828	5227	3270	15685	1260	3047	1425	3352	21297	1412	345	4694	3937	2015	5479	796	280549
'49	2925	533	674	9141	1666	20360	5888	1203	17544	3889	3944	15440	1257	2812	1674	3603	18549	1642	397	4003	4595	2459	5527	749	270798
'48	437	95	147	1420	243	3024	1092	185	2859	1585	458	2333	218	612	261	783	3191	257	59	1646	638	377	824	110	47685
'47	797	159	264	2593	329	5416	1775	327	4781	1431	992	3957	381	1163	392	1262	4262	472	120	1449	1336	653	1410	184	76521
'46	871	124	191	2198	374	4621	2013	394	3801	1351	864	3127	365	1307	489	1347	4650	439	115	1193	1339	665	1468	171	70712
'45-'42	192	40	57	379	110	745	436	98	696	388	236	615	83	309	111	284	1206	124	24	211	321	161	374	50	16434
'41	761	138	232	1600	440	3404	1762	356	3065	1587	1134	2450	316	1224	412	1133	4163	483	108	949	1304	532	1466	200	64220
'40	662	108	187	1255	257	2992	1218	246	2181	1043	931	1866	271	1110	320	804	2379	372	95	714	992	376	1240	150	49695
'39	406	59	112	823	155	1986	725	164	1180	732	614	1232	160	621	185	425	1235	160	61	462	621	249	783	111	30245
Year Not Given	39	1	15	78	18	176	30	1	200	96	27	552	19	26	16	84	407	24	2	46	30	6	37	7	4492
Nash July 1, Total	8004	1544	3965	34372	3953	93556	12628	3603	63639	12325	18536	76832	6739	7917	4410	12455	39263	5891	2700	13312	23898	8781	52892	2320	1081121
'53	481	75	358	1732	192	5768	518	187	2885	466	860	4733	525	358	151	721	1645	286	286	634	578	324	4077	76	64493
'52	908	264	427	2439	303	11206	1658	406	7268	1614	1871	8275	670	1115	398	1480	5936	630	341	1713	2423	434	4718	212	129504
'51	1556	237	614	6650	855	17537	2714	670	10938	2061	3312	14604	1114	1757	789	2350	7896	1024	528	2265	4407	1727	9272	458	202554
'50	1206	252	532	4541	688	12537	1992	476	9022	2186	2221	10703	806	1292	793	1742	6542	965	326	1924	3288	1218	7013	417	156898
'49	885	189	455	3544	544	10083	1419	512	7364	1526	1757	8391	666	929	591	1274	4838	806	325	1717	2527	1170	5569	344	117819
'48	669	91	363	3345	348	9001	1261	331	6427	1142	1204	7401	694	725	335	1244	3663	499	212	1556	1887	910	4544	200	96246
'47	575	89	333	3109	325	8118	1128	254	5633	1075	1173	6304	606	634	316	1067	3155	472	172	1405	1665	862	3526	169	84907
'46	541	90	251	2739	256	7416	971	233	5327	841	1097	5431	499	534	333	1030	2920	399	169	1185	1755	813	2884	131	75531
'45-'42	150	31	46	558	62	1144	161	103	1004	228	553	1017	161	125	97	245	509	121	28	125	683	172	1082	40	17963
'41	308	68	147	1928	174	3559	302	185	2827	428	1590	3047	373	161	218	510	867	219	74	299	1905	419	3266	85	46038
'40	190	50	102	1307	76	2235	198	76	2044	289	945	2289	207	121	126	272	525	146	58	178	954	282	2020	60	29503
'39	125	28	90	827	31	1526	108	56	916	182	592	1234	159	66	71	159	218	75	46	93	557	143	1233	44	17585
'38	100	16	43	542	23	1003	66	50	439	90	400	647	54	28	45	108	138	62	33	62	317	68	880	21	10133
'37	137	37	106	693	35	1338	70	32	968	92	615	1418	134	33	67	140	194	85	47	69	586	117	1930	32	17359
'36	69	14	40	196	18	525	29	9	278	58	189	434	39	16	36	51	75	57	19	42	242	86	490	17	6477
'35	33	7	13	38	4	116	9	3	62	15	38	88	3	2	13	4	17	10	9	13	24	7	164	3	1885
Prior to '35	52	6	42	142	13	401	16	19	172	26	112	238	23	17	24	18	43	18	27	26	92	26	193	9	3933
Year Not Given	19		3	42	6	43	8	1	65	6	7	578	6	4	7	40	82	17		6	8	3	31	2	2293
Olds. July 1, Total	16594	3703	8188	90110	8081	237228	34900	6236	141569	27813	31991	153109	15708	18945	8109	26527	103173	11568	5576	33875	45408	18243	62626	4720	2276023
'53	1506	314	532	4496	457	15332	2286	458	7952	2241	2067	11176	772	1409	478	2258	9833	848	443	2556	1780	840	5473	361	159627
'52	1641	430	574	6317	732	18299	3412	649	11620	2782	2458	13590	991	2069	718	2375	13682	905	464	3359	2843	710	4261	498	200038
'51	2141	462	743	10180	1148	27205	4656	919	16048	3187	3473	17768	1495	2619	1067	3158	14992	1296	575	4278	4470	1917	6766	660	268101
'50	2877	628	1079	14465	1592	39472	6997	1203	23970	4773	4569	25210	2353	3757	1448	4723	20853	2089	820	6092	6962	2846	9807	854	382634
'49	1715	420	815	10355	934	27978	4309	725	18206	2933	3391	17912	1870	2352	975	3192	11598	1285	625	4403	5305	2034	7298	568	265440
'48	1008	213	545	6126	500	17535	2003	421	11616	1736	1771	10441	982	1015	598	1780	6139	649	298	2281	2884	1296	4336	302	157993
'47	1218	189	597	7020	502	19150	2318	398	12695	1828	1983	11483	1208	1222	577	1903	6422	807	392	2545	3249	1456	4584	305	169343
'46	594	122	382	4525	329	11325	1467	234	6980	1120	1309	6894	802	733	332	1102	3849	492	253	1508	2092	948	2811	169	100207
'45-'42	270	68	173	1832	155	4195	635	109	2637	454	779	2525	349	292	146	462	1626	226	98	413	1153	424	1267	87	41890
'41	1151	283	740	8045	690	18380	2657	347	11063	2213	3152	11822	1585	1346	561	2089	5833	1009	475	2413	4981	1838	5494	291	179982
'40	754	172	573	5646	420	13113	1689	244	7067	1634	2028	8209	1116	909	417	1350	3379	748	357	1597	3033	1412	3572	192	120201
'39	489	92	410	3623	217	7895	884	157	3349	826	1253	4823	706	445	244	773	1697	364	242	901	1749	771	1826	132	67474
'38	224	56	218	1825	109	4187	429	80	1586	578	770	2175	340	181	102	321	864	196	127	376	1056	389	938	47	34977
'37	465	113	353	2860	161	6727	685	143	3284	765	1455	4400	613	309	178	596	1291	331	190	597	2041	745	2083	145	63418
'36	296	89	286	1758	76	4126	305	63	2093	401	966	2107	344	165	121	248	575	186	126	348	1137	426	1322	63	37183
'35	127	31	74	581	28	1320	102	56	770	223	330	695	117	71	66	79	206	79	60	136	389	119	467	29	14503
Prior to '35	95	19	81	372	17	881	60	30	497	75	216	459	48	41	62	49	118	30	31	61	276	68	276	16	8108
Year Not Given	23	2	13	84	14	108	6		136	44	21	1420	17	10	19	69	216	28		11	8	4	45	1	4904
Packard July 1, Total	4520	1534	2269	30776	2560	71042	9309	1768	39904	6350	10471	57142	3682	5221	2607	7444	22833	3197	1964	11031	12994	6481	14380	1533	670353
'53	259	118	130	2080	188	5529	696	123	2781	338	568	4475	276	387	155	570	1830	249	90	610	463	410	1266	96	47084
'52	366	151	166	2929	272	5603	1020	231	3744	573	1033	4844	256	555	246	639	3000	337	142	1170	805	452	1064	172	59120
'51	785	234	205	4125	368	9205	1300	416	5744	668	1431	7381	435	770	552	1089	3490	443	231	1300	1630	929	2088	264	89138
'50	546	117	187	2596	304	6448	1049	269	4461	769	966	5433	333	482	421	724	2498	382	163	1302	1115	634	1690	196	65787
'49	688	137	246	3119	350	8815	1383	298	5551	912	1119	7309	306	660	516	913	3002	355	274	1682	1475	844	2131	252	84515
'48	454	180	279	3294	256	9319	898	134	4748	763	1089	6716	333	500	253	777	2688	296	197	1221	1457	699	1583	165	77543
'47	237	74	141	1656	119	4290	462	75	2385	396	433	2968	171	264	101	434	1251	159	117	608	627	347	673	65	36850
'46	175	57	117	1323	113	3224	407	50	1799	305	383	2308	168	215	75	347	1029	122	99	506	566	315	525	51	28232
'45-'42	106	48	69	918	62	1706	221	18	1090	200	337	1590	141	154	29	279	612	90	74	189	512	192	385	33	19554
'41	217	123	197	2160	164	4034	511	40	2117	395	762	3721	355	332	50	539	1014	206	137	693	1259	438	756	63	42133
'40	236	112	192	2588	158	4759	574	53	2250	400	853	4005	298	361	54	528	1133	205	169	717	1243	498	800	70	45511
'39	114	37	75	1151	49	2051	245	9	789	201	340	1608	159	171	32	199	400	84	59	353	444	199	362	28	19608

(Continued on Page 81)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 78)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Packard '38	83	115	52	2911	151	563	27	52	371	128	46	567	191	153	117	146	84	99	221	647	254	292	33	335	59
'37	132	214	70	4286	253	1165	39	89	615	261	69	1011	378	241	163	273	98	227	323	1376	711	473	60	459	94
'36	31	50	15	2110	80	304	9	33	144	55	20	246	135	68	55	68	34	67	141	393	159	153	10	137	19
'35	8	21	7	716	43	96	8	8	54	15	8	87	35	37	15	27	13	17	61	111	51	56	2	46	14
Prior to '35	46	35	9	758	28	191	12	23	38	24	10	122	46	21	10	36	15	37	39	159	84	67	12	50	3
Year Not Given	5	21	2	275	7	7	3	11	91	47	2	67	26	13	15	22	16		57	11	149		9	12	
Plymouth July 1, Total	59474	24667	34208	428161	45719	81077	11273	25883	99575	73177	18853	289026	142129	91254	69249	68105	61639	24476	74148	152205	215276	108533	35790	125977	17950
'53	5315	1475	3222	25788	2741	5897	820	2414	7922	6601	1269	26834	11293	6773	5427	4567	5297	1977	3598	10150	24530	7911	3487	9647	1327
'52	4809	1484	3109	27110	3028	4829	893	3406	7536	6020	1371	24551	9442	6170	4948	4161	5295	1689	10426	10288	19384	7344	3367	11501	1420
'51	7319	2511	4792	38156	4887	8126	1553	4075	12115	9177	1964	38942	15518	10528	7803	6781	7634	2529	11231	16264	30811	12089	4878	14190	2171
'50	7177	2572	4617	42137	5426	8287	1475	3826	12553	9540	2277	38736	16055	10954	8234	7304	8259	2577	10055	16907	27738	13253	4859	16859	2160
'49	6844	2662	4169	41773	5433	7912	1475	3210	12046	7636	2211	36969	16161	11585	8260	7501	7436	2519	8840	16486	26196	12750	3883	14462	2165
'48	4763	1670	2512	27701	3287	4735	913	2057	6731	5888	1288	21616	9455	6721	5154	4763	5548	1743	5424	10647	15025	7546	3177	8444	1287
'47	4112	1706	2217	26382	3340	4662	857	1941	6300	4931	1283	19923	9471	6865	4918	4613	4354	1644	4233	9976	13903	7165	2470	7523	1280
'46	3253	1109	1720	16597	2273	3406	514	924	4501	3537	849	13669	6767	4320	3226	3550	2965	1113	2713	6996	8864	4960	1761	5443	824
'45-'42	1446	796	720	9831	938	1747	239	376	2159	1861	427	4566	3356	1876	1397	1771	1386	518	509	3209	3379	2441	773	2287	353
'41	5180	2446	2282	39664	3605	8085	755	1380	8787	6345	1468	19784	13638	6937	5396	6699	4724	2112	4613	15676	15756	7973	2380	9274	1271
'40	3160	1724	1419	32104	2485	6101	566	764	5947	3902	1199	14223	9578	4953	3694	4585	2846	1622	4072	10949	9687	6654	1504	7697	966
'39	2150	1218	1026	23567	2102	5415	433	581	4298	2581	826	8843	5630	4131	2780	3341	1943	1249	2483	9467	6054	5179	1021	5430	634
'38	928	654	560	14499	1098	2626	205	236	2116	1108	484	5163	3498	2250	1722	1907	1078	787	1611	4245	2421	3202	417	3076	401
'37	1406	1119	861	22983	2194	4328	255	337	2883	1562	862	7160	5382	3081	2724	2964	1279	1069	1619	5782	5523	4600	714	4373	642
'36	777	746	453	17342	1548	2589	145	158	1780	1011	575	4117	3521	2080	1764	1613	742	622	1258	3114	2884	2848	494	2569	547
'35	368	302	221	10012	544	985	60	58	678	454	279	1616	1540	1045	876	766	282	258	549	972	1004	1349	197	1127	285
Prior to '35	394	347	265	10995	762	1323	56	62	750	627	207	1721	1684	932	861	1086	428	430	514	1018	1076	1253	263	1972	217
Year Not Given	73	126	43	1520	28	24	59	78	473	396	14	593	140	53	65	133	143	18	400	59	1041	16	145	103	
Pontiac July 1, Total	31587	14046	17085	281338	26383	54907	8585	11923	56960	42442	10922	168179	80291	47629	39713	37264	33020	16720	39925	92346	157407	57377	18780	58532	9278
Prior to '35	2505	837	1357	17057	1854	3765	673	869	4303	4008	873	13730	6162	3566	3103	2644	2679	928	2199	5462	19073	4385	1509	4715	720
'52	3487	1318	2001	21511	2155	3689	903	1335	5637	5195	1099	16577	7263	4306	3841	3302	4051	1045	5315	6972	18705	4936	2264	5910	1009
'51	4396	1699	2343	29653	3287	5176	1213	1757	8018	6539	1422	23174	10109	6162	5012	4475	4951	1460	5800	9754	22202	7039	2695	7096	1400
'50	5078	2054	2782	38962	4189	6505	1606	2360	10085	7068	1818	28437	12292	7910	6135	5237	5908	1836	7751	12278	24826	9272	3144	9318	1648
'49	3150	1389	1639	29323	2676	5232	840	1382	5888	4326	1226	19523	8259	5124	4034	3452	3826	1490	4234	9431	14640	5649	1982	6118	1145
'48	2430	1117	1314	21285	2075	4420	608	959	4416	3058	881	14642	6610	3943	3166	2774	2531	1352	3125	7665	12066	4578	1470	4379	754
'47	2052	944	1129	17876	1960	4526	649	898	3600	2687	689	12966	6275	3387	2901	2704	2093	1421	2559	7508	11436	4105	1157	3852	529
'46	1351	638	656	11029	1148	2751	371	524	2222	1609	413	7303	3681	1817	1574	1707	1178	852	1366	4309	6440	2373	727	2242	305
'45-'42	785	402	368	6560	660	1319	183	147	1180	908	253	2878	1828	911	876	1022	735	438	434	2181	2723	1211	496	1175	221
'41	2682	1438	1329	29440	2305	5762	562	701	4392	2903	831	10682	6759	3274	3210	3777	2319	1910	2232	9850	10372	4568	1401	4880	554
'40	1348	748	804	19299	1360	4007	346	448	2596	1613	497	6922	3875	2213	1741	2302	1076	1251	1762	6041	5673	2775	746	3061	298
'39	877	379	454	10526	750	2506	205	223	1390	897	224	3761	1885	1474	1058	1223	649	863	966	4001	2710	1742	448	1872	149
'38	399	251	216	6110	392	1127	110	63	784	350	136	1821	1006	832	651	569	306	481	483	1702	1188	987	192	1087	88
'37	660	445	424	11735	869	2399	175	136	1316	627	313	3525	2497	1527	1330	1259	386	765	768	3316	3125	2171	280	1403	245
'36	218	194	167	6297	357	919	55	43	486	195	145	1086	990	601	542	452	139	339	311	1138	958	812	105	744	104
'35	65	82	50	2411	198	326	38	20	214	87	62	373	370	263	231	135	41	96	190	309	331	333	37	268	51
Prior to '35	72	40	39	1350	140	462	23	22	174	136	33	422	372	287	261	141	60	182	227	398	402	423	52	360	57
Year Not Given	32	71	13	914	8	16	25	36	259	226	7	357	58	32	47	89	92	11	203	31	537	18	75	52	1
Studebaker July 1, Total	17108	10162	8713	191710	13595	23610	5197	5592	30918	21391	9428	85561	64321	26748	20047	16856	20316	6111	20180	37489	54493	35269	9837	29708	7876
'53	780	430	386	6823	470	1227	220	181	1280	1109	418	4309	3399	1125	855	890	921	307	864	1922	3427	1420	481	2008	317
'52	2253	1033	1302	16558	1217	2450	720	662	3531	3004	1087	9787	6897	2901	2246	2173	2734	720	2993	3852	7614	3705	1653	3235	877
'51	3131	1542	1810	24766	2115	3713	1040	894	5006	4052	1621	15453	11171	4556	3539	3144	3677	913	3477	5960	10446	5588	2174	4418	1261
'50	3988	2214	2065	36868	2739	4550	1373	1214	6935	4613	1947	19291	14867	5410	4284	3554	5176	1239	3956	8488	12151	7841	2331	6187	1700
'49	1376	832	718	17175	1030	1903	498	522	2639	1760	879	7025	4317	2075	1605	1333	1699	515	2667	2994	4162	2643	732	2273	684
'48	1766	1323	808	20863	1465	2681	468	807	3492	2277	917	9582	6906	2849	2260	1652	1999	671	2057	4212	6009	3544	895	3088	856
'47	1470	943	556	16466	1501	2275	344	570	2818	1741	745	8155	6396	2628	2046	1415	1490	549	1227	3151	4887	3086	622	2488	626
'46	200	97	54	4010	168	287	47	46	352	235	102	879	812	270	208	188	189	95	521	432	504	369	106	330	77
'45-'42	379	195	145	4691	370	476	90	69	601	414	236	1536	1371	667	409	380	453	120	181	762	801	926	177	693	199
'41	891	536	377	13531	928	1453	173	272	1676	894	591	3938	3266	1671	1006	884	966	308	815	2316	1953	2287	291	1875	441
'40	499	374	236	10059	597	869	108	140	1068	571	325	2199	1940	971	563	468	469	203	513	1202	936	1426	160	1297	317
'39	156	238	119	7562	349	612	57	75	673	267	229	1424	1117	610	339	308	196	157	354	987	626	943	87	851	242
'38	42	84	27	3137	166	251	8	52	205	85	68	530	454	267	159	120	90	70	116	318	181	392	19	248	76
'37	86	133	63	3624	260	499	25	44	293	116	155	785	742	354	264	185	90	103	135	531	352	577	36	352	105
'36	28	65	20	2488	100	163	7	15	99	58	48	266	341	177	100	54	42	51	104	160	116	215	13	148	41
'35	13	23	6	809	44	62	6	3	48	29	30	81	112	94	44	29	25	24	39	73	43	96	4	68	28
Prior to '35	23	57	13	1743	67	128	6	9	60	45	24	170	141	109	89	54	41	63	60	111	108	206	22	109	29
Year Not Given	27	43	8	537	9	11	7	17	142	121	6	151	72	14	31	25	59	3	101	18	177	5	34	40	
Willys July 1, Total	3556	621	2207	29942	2459	6914	298	692	6458	3110	1608	9058	4621	2939	2568	3203	2560	1519	3161	3909	8162	3368	1369	6104	1658
'53	449	42	165	2279	320	917	34	76	991	341	250	1480	645	319	264	350	281	236	384	599	1295	449	148	392	180
'52	669	33	322	3816	340	795	61	155	1379	660	359	1316	747	429	397	430	406	239	873	355	1435	357	293	601	369
'51	293	21	303	2250	379	771	14	111	504	356	306	974	377	144	268	307	252	186	364	602	754	324	141	399	306
'50	314	31	285	2193	304	889	29	99	540	325	182	1044	443	161	263	339	303	194	369	584	791	324	143	602	242
'49	281	19	326	1834	222	612	29	68	408	324	133	909	385	202	252	306	287	132	292	370	670	272	149	642	169
'48	343	24	264	2064	210	849	14	65	432	254	67	1067	419	472	292	501	298	126	236	311	888	406	124	967	112
'47	310	14	224	2056	229	579	23	60	391	243	76	845	373	411	278	349	225	135	257	317	872	342	120	920	128
'46	126	7	57	1003	52	678	23	13	238	56	16	356	170	226	65	142	78	27	70	95	448	105	38	553	10
'45-'42	212	68	63	1540	24	230	31	6	233	90	33	145	132	89	51	78	100	16	11	67	143	56	53	226	19
'41	242	107	57	2657	76	134	17	12	297	156	76	239	241	125	74	116	91	63	138	203	233	123	46	226	37
'40	165	84	70	2156	103	187	11	8	394	128	50	280	275	121	112	124	85	71	35	198	260	139	46	181	32
'39	45	29	15	1070	32	56	3	8	154	31	6	58	63	32	42	42	29	23	34	60	52	80	16	85	10
'38	23	22	12	834	24	58	3	2	139	33	9	70	67	43	46	29	48	10	29	32	57	64	12	88	11
'37	51	70	25	2109	94	102	3	5	169	44	19	142	185	58	72	37	38	22	30	69	106	108	13	123	20
'36	7	15	3	708	8	14	1	1	47	12	3	9	20	3	6	9	7			3	16	32	4	9	1
'35	3	10	3	539		5			9		1	3	5	2	3	3	4	2		4	3	3	2	6	3
Prior to '35	12	16	9	725	39	30	1	1	55	30	14	86	68	91	80	22	13	26	25	33	40	184	4	69	9
Year Not Given	11	9	4	109	3	8	1	2	78	27	8	35	6	11	3	19	15	11	14	7	99		17	15	
Misc. July 1, Total	1117	972	533	38812	1469	6070	656	1370	8162	3556	713	9054	3612	1269	929	1254	2120	957	2105	6849	5945	2065	1184	3814	271
'53	86	76	38	6040	125	684	51	92	891	290	67	534	273	53	88	62	118	77	141	831	505	249	58	71	30
'52	146	185	42	10798	229	853	129	202	1532	346	103	930	335	108	115	127	259	93	577	949	660	145	119	474	38
'51	182	182	63	6785	177	1097	125	341	1730	462	91	3392	355	82	90	139	235	94	372	1123	846	114	129	454	21
'50	92	85	66	3863	103	753	103	270	1297	483	93	716	316	72	49	98	228	72	268	860	598	281	110	403	26
'49	83	47	65	1882	86	361	33	116	533	332	69	542	334	70	132	105	219	94	173	605	635	112	94	395	13
'48	91	83	51	2143	129	832	61	196	487	271	101	658	388	59	68	118	184	120	190	800	782	326	95	337	21
'47	41	13	17	378	35	99	18	29	163	180	14	204	159	28	12	35	69	39	26	121	211	19	62	177	3
'46	40	6	17	288	17	66	14	15	132	141	4	117	119	22	5	31	32	15	6	80	107	17	46	83	
'45-'42	50	9	6	214	26	51	5	8	42	109	6	49	66	10	9	12	29	26	2	68	75	18	17	65	
'41	23	33	20	372	46	156	5	14	158	255	31	165	105	57	39	59	53	22	43	160	218	62	46	198	8
'40	30	14	8	407	43	79	11	12	121	130	10	144	119	37	31	41	19	28	17	89	137	34	26	199	2
'39	18	29	8	472	38	96	21	9	125	94	17	121	103	28	34	34	18	23	21	114	99	58	33	157	5
'38	12	15	9	412	29	47	8	6	81	57	8	76	66	32	10	30	15	15	16	85	69	40	7	87	2
'37	15	31	10	642	45	125	21	11	111	55	16	128	89	81	37	41	19	47	23	134	132	72	24	134	13
'36	13	30	6	585	52	90	5	3	66	41	14	88	87	55	26	29	19	23	22	77	117	67	11	108	16
'35	8	20	2	402	31	80	7	3	44	24	4	67	51	39	19	17	14	19	19	37	48	27	3	57	12
Prior to '35	45	58	33	2280	214	507	35	39	154	142	46	471	252	310	149	102	64	123	172	328	349	412	51	356	59
Year Not Given	142	56	72	849	44	94	4	4	495	144	19	652	395	126	16	174	526	27	17	388	357	12	253	59	2

by Makes, States and Model Years

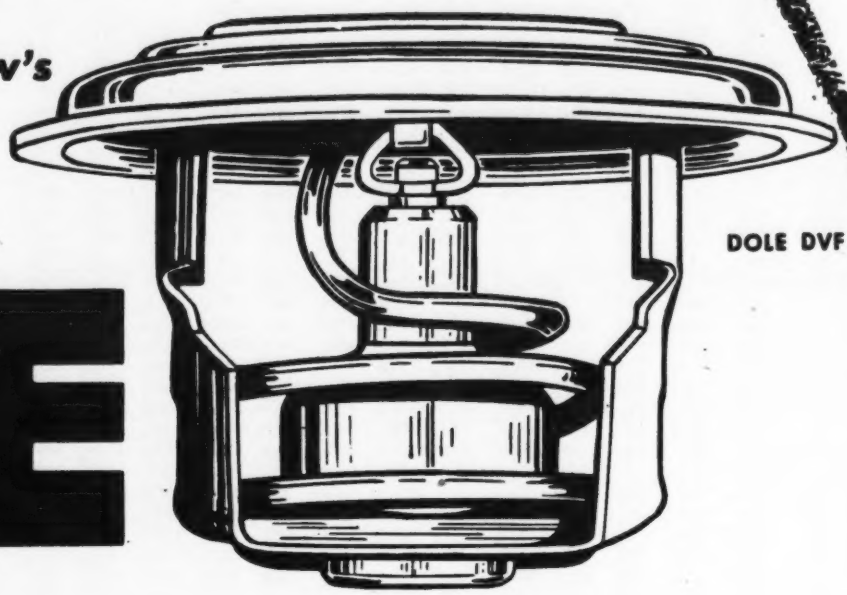
(Continued from Page 79)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Packard '38	107	40	53	833	48	1649	153	20	556	132	309	1031	94	100	35	114	286	69	48	191	358	158	270	17	14368
'37	124	67	139	1316	68	2886	283	22	1216	183	483	2126	241	205	52	208	375	123	101	293	707	259	472	40	25069
'36	63	19	30	349	17	869	68	4	362	59	205	609	57	35	20	31	89	41	27	139	184	63	215	9	8100
'35	14	5	15	114	8	271	15	3	113	22	71	227	18	12	5	8	38	17	15	26	60	26	47	4	2710
Prior to '35	21	15	23	195	11	352	19	3	161	26	82	256	37	13	8	19	35	14	21	26	87	17	43	7	3366
Year Not Given	8		5	30	5	32	5		37	8	7	535	4	5	3	26	63	5		5	2	1	10	1	1665
Plymouth July 1, Total	47356	6840	15182	163043	17336	401062	82172	21046	287387	59149	63741	353619	28173	42983	21786	74697	215657	20114	10810	91714	84150	51088	110146	9874	4656949
'53	3017	562	995	9463	1038	30142	5560	1672	19613	3820	3725	27907	1746	3309	1452	6820	19017	1141	911	5356	3677	2769	9675	682	350351
'52	3594	520	1113	13328	1612	27584	6038	1765	19704	5503	3639	25580	1556	3427	1552	5568	18903	1241	788	8281	4704	2347	6951	817	349696
'51	5723	722	1442	18440	2181	45952	9576	2688	31674	7159	5417	41419	2656	5276	2563	8785	27423	1989	1150	11088	7570	5156	12360	1200	535653
'50	5595	728	1505	18811	2152	47500	9551	2636	33352	7622	6221	42383	2892	4956	2557	9467	29371	2156	1205	11131	8635	5486	12811	1268	553828
'49	5982	709	1568	18733	2205	46914	9487	2726	34686	6801	6437	42018	2929	4685	2732	8364	27705	2410	1127	10980	8935	5960	12678	1321	538676
'48	3680	499	1133	10846	1236	26476	5543	1875	20349	4619	3623	23392	1711	2818	1949	5691	17450	1533	732	7440	5585	3777	7391	844	328287
'47	3869	435	1014	10962	1355	26495	5815	1654	20798	3942	3640	22960	1740	2739	1988	5062	16231	1484	704	6821	5205	3797	7231	664	312674
'46	1969	293	719	7431	908	18433	4299	1071	14007	3112	2342	15961	1210	1933	1193	3731	11509	971	484	4755	3355	2768	4951	490	213749
'45-'42	1024	159	316	3358	448	8134	2121	507	6457	1119	1619	6276	631	1065	439	1751	4484	612	186	1396	2475	1224	2114	179	96455
'41	3352	603	1325	14522	1372	35409	8317	1452	26839	4193	6126	29980	3055	4187	1461	6621	14988	1842	921	7635	8833	5070	8661	665	393659
'40	2250	413	1093	10836	844	26468	4964	930	18979	3080	4621	20949	2265	2702	1066	3986	9071	1382	673	5893	6222	3444	7036	476	282044
'39	1902	284	887	9262	617	21078	3908	591	12252	2188	3561	15921	2148	2152	779	2744	6058	980	506	3561	4613	2558	5201	333	206466
'38	1148	157	472	4775	331	11385	1656	355	5306	1538	1949	7843	766	823	487	1380	3566	445	316	2064	2650	1325	2964	200	110193
'37	1721	314	722	6163	463	14239	2393	480	10419	1948	4376	13545	1444	1333	653	2104	4473	856	437	2234	5281	2401	4669	308	168678
'36	1310	209	432	3378	290	8209	1340	253	6471	1171	2961	8281	789	744	413	1177	2595	567	331	1500	3243	1509	2827	208	105505
'35	568	119	169	1047	145	2656	704	215	2604	662	1522	2891	292	349	262	537	1164	254	157	789	1448	657	1389	109	46536
Prior to '35	611	112	256	1545	112	3831	870	174	3587	573	1922	4199	328	444	174	633	1125	212	181	745	1710	833	1129	107	54656
Year Not Given	41	2	21	143	27	157	30	2	290	99	40	2114	15	41	66	276	524	39	1	45	9	7	108	3	9843
Pontiac July 1, Total	25027	4618	10468	122056	10283	267283	53771	9136	178629	37464	38769	177936	15602	27184	10136	39552	125310	14424	6898	45497	46949	23383	68366	5517	2776897
'53	2084	329	781	7532	693	19600	3688	654	11771	2459	2399	13818	896	1806	597	3351	11389	931	472	3436	2096	1290	6716	470	208234
'52	2352	464	859	10605	1073	22130	5244	971	15646	3642	2885	16015	1070	2869	876	3879	15719	1280	515	4595	3130	1320	5085	658	256708
'51	3391	614	1028	13517	1590	31105	6833	1411	22440	4477	4015	22368	1502	3510	1387	5181	19386	1756	663	5573	4886	2986	7792	863	345106
'50	4024	775	1321	16407	1858	37734	8410	1534	27163	5940	5000	27208	1881	3982	1754	6539	23282	2307	847	7519	6629	3488	9879	971	424951
'49	2461	484	1034	13309	1081	30650	5203	1062	19376	3863	3419	17839	1498	2415	1148	3896	13002	1641	651	4780	4612	2311	6645	613	288971
'48	2046	340	839	9999	817	22630	4166	867	15742	2865	2633	14392	1182	2289	1012	3488	9621	1237	562	3619	3629	1849	5242	389	223083
'47	1856	316	818	9589	768	20754	4361	672	15096	2755	2778	13757	1229	2073	878	2849	8695	1052	652	3534	3663	1868	4724	325	204965
'46	1053	190	496	5738	348	12395	2630	419	8815	1514	1748	7447	762	1348	486	1705	4861	570	369	2072	2315	1197	2850	204	120118
'45-'42	508	96	240	2592	273	5065	1466	186	3624	803	1115	3410	428	831	191	950	2495	386	157	692	1542	674	1450	110	59178
'41	1746	359	976	11221	779	22513	5193	504	15134	3214	4289	14518	1840	2825	651	3331	7667	1343	637	3707	5360	2293	5993	330	234556
'40	1025	210	671	7954	400	14999	2858	264	8778	1989	2790	9638	1152	1293	340	1755	3627	764	464	2398	3205	1597	3853	168	144994
'39	631	122	409	5001	216	9775	1474	163	4594	1212	1348	5158	761	756	204	966	1817	300	290	1418	1656	804	2129	104	82540
'38	373	63	197	2556	93	5130	720	92	2313	621	874	2513	348	282	129	428	1044	186	141	574	896	411	1265	55	42635
'37	721	143	448	3694	154	7723	972	163	5086	1181	1946	5390	606	511	259	694	1385	417	248	894	2085	764	2739	126	80045
'36	355	70	179	1250	69	2573	267	71	1703	543	920	1715	244	177	94	254	560	158	120	342	740	327	1095	65	31288
'35	161	24	56	418	33	972	142	43	555	224	314	559	65	90	52	68	226	46	43	155	273	108	438	32	11678
Prior to '35	212	17	101	587	24	1440	133	59	651	125	273	801	130	102	58	101	194	25	65	167	226	94	423	30	12173
Year Not Given	28	2	15	87	14	95	11	1	142	37	23	1390	8	25	20	117	340	25	2	22	6	2	48	4	5674
Stude. July 1, Total	14096	3122	4102	46664	7220	106196	23053	5554	77068	16719	24943	93625	7212	11445	6126	19332	73681	9612	2526	23918	33506	11113	35959	3125	1432153
'53	677	165	248	3338	522	5214	910	244	2869	677	812	4146	304	509	247	929	3224	284	112	1151	691	339	2172	145	65498
'52	1489	456	444	4714	800	11983	3013	764	9307	1908	1846	10418	720	1551	721	2417	9450	822	289	3045	2690	775	3579	323	158728
'51	2466	450	597	7532	1327	17602	4325	995	13350	2594	3438	14590	992	2243	1098	3478	12893	1421	383	3878	4702	1867	6087	484	234259
'50	2899	614	823	9683	1869	22595	5041	1189	16975	3551	4177	18959	1511	2548	1304	4561	18765	2050	510	4676	6052	2018	7548	631	305530
'49	1032	258	399	3808	562	9573	1907	496	6136	1781	1887	8150	555	908	474	1598	5737	918	263	2975	2900	969	2910	294	120546
'48	1452	381	448	5036	649	12542	2600	572	8809	1666	2847	10643	860	1165	631	1962	8190	1143	349	2522	3946	1217	3651	377	157105
'47	1348	239	356	4070	598	10214	2036	519	7484	1614	2175	8653	705	952	579	1412	6932	828	219	1923	3003	1040	3014	305	128413
'46	165	33	57	542	52	1315	278	57	886	371	351	1107	88	141	68	206	704	83	24	537	386	143	351	30	18553
'45-'42	339	56	80	821	121	1751	482	128	1438	324	921	1753	176	185	119	420	1222	254	38	329	1120	342	700	69	29529
'41	861	155	224	2583	314	4864	1233	248	3728	867	2264	5266	472	512	302	1014	2738	664	129	1171	3107	889	2125	176	79245
'40	450	107	145	1622	163	3080	644	131	2256	553	1407	3068	283	373	227	593	1451	424	65	777	1727	621	1370	122	49169
'39	293	78	90	1186	124	2196	349	78	1492	328	936	2329	240	174	120	324	914	328	55	421	1218	379	992	57	33279
'38	147	30	37	440	38	842	59	31	537	128	449	1003	85	42	54	96	367	110	28	169	480	141	324	21	12823
'37	196	38	70	783	29	1337	101	47	1033	179	700	1853	144	60	60	147	518	176	28	140	799	239	625	38	19249
'36	84	32	29	188	20	405	27	18	309	80	376	388	33	28	31	46	172	55	6	100	332	68	271	24	8041
'35	46	7	5	81	8	184	16	15	140	33	128	167	8	17	17	20	82	19	14	46	155	30	74	9	3154
Prior to '35	135	21	38	197	9	439	25	22	234	49	209	327	26	28	41	43	129	21	14	51	188	36	145	17	5931
Year Not Given	17	2	12	40	15	60	7		85	16	20	805	10	9	33	66	193	12		7	10		21	3	3101
Willys July 1, Total	1515	567	868	9650	1746	18626	3920	648	13808	1622	5356	21367	782	1971	949	2987	8583	1161	1268	3771	4185	2693	3545	1047	224699
'53	147	83	190	759	107	2978	629	50	2055	79	622	1975	77	208	88	428	699	213	196	299	157	309	567	130	25931
'52	273	111	214	1065	172	3343	1061	95	2394	237	864	2770	119	418	175	431	1456	312	207	753	504	359	583	222	34974
'51	201	69	105	1211	211	2473	347	75	1312	93	797	2360	71	202	128	305	875	96	245	338	339	317	334	117	23327
'50	140	73	80	1328	239	2368	404	58	1274	135	537	3099	78	229	99	336	909	89	213	478	334	418	330	84	24325
'49	132	43	51	1108	166	1799	403	59	1165	170	339	1841	68	246	104	312	899	60	133	454	286	388	272	97	19888
'48	155	27	34	987	253	1479	299	78	1361	161	287	2589	54	196	94	331	1102	86	87	477	384	241	366	129	22062
'47	153	43	46	808	223	1339	266	57	1298	162	320	1951	71	150	85	246	887	84	83	449	340	200	328	115	19481
'46	38	24	18	843	139	451	65	18	755	42	96	2003	32	38	14	83	469	30	18	124	171	33	83	59	10298
'45-'42	32	21	12	453	95	295	51	29	277	113	187	322	31	25	21	98	406	56	9	71	534	61	44	27	6986
'41	57	21	28	308	42	612	133	59	449	106	376	921	106	92	36	140	248	61	12	96	386	98	122	27	10322
'40	33	17	41	324	38	543	114	24	632	114	387	642	40	78	43	140	254	29	26	81	304	123	194	6	9542
'39	12	4	8	114	8	253	36	4	109	50	72	56	4	17	7	35	64	12	6	34	66	36	44	2	3128
'38	25	2	7	96	9	179	33	15	110	41	93	127	6	18	7	12	75	7	6	29	61	25	54	5	2807
'37	39	21	10	155	20	284	53	10	347	82	175	228	12	27	14	41	109	13	9	61	150	59	87	21	5741
'36	3	4	5	17	4	24	5	3	57	5	88	24	1	7	3	8	15	4	1	3	61	3	8	1	1292
'35				6	2	6	2		15	2	35	5		3	1	5	4	2		2	21	4	4	1	733
Prior to '35	71	4	12	56	7	178	11	14	165	23	73	195	10	13	28	16	54	6	17	19	86	18	113	4	2875
Year Not Given	4		7	12	11	22	8		33	7	8	259	2	4	2	20	58	1		3	1	1	12		987
Misc. July 1, Total	727	437	1081	9488	944	25777	1957	349	7929	1139	5835	8301	1288	1524	419	1540	10613	1338	439	3137	5002	698	3530	253	198603
'53	36	79	70	923	63	3505	91	10	577	61	266	814	188	85	24	108	775	60	34	212	362	36	239	22	20170
'52	40	98	140	1188	101	3220	236	12	896	184	560	1174	159	272	32	226	1375	143	60	539	810	60	304	33	31356
'51	49	43	131	1442	118	4322	350	8	828	122	723	1287	139	327	45	260	1239	168	50	652	946	74	323	26	32353
'50	52	27	112	1183	121	5488	262	11	777	76	583	830	150	186	37	176	1325	124	49	427	703	40	288	20	24352
'49	31	15	77	842	74	1905	177	6	573	95	249	601	90	127	36	151	1226	137	68	209	340	57	325	20	14561
'48	70	17	94	1476	59	3266	325	12	777	88	305	932	128	176	28	139	1585	84	71	515	569	61	264	20	19652
'47	14	13	31	283	47	500	38	2	265	28	112	134	30	36	31	45	518	63	4	66	39	16	86	7	4560
'46	10	4	25	199	36	257	30	4	168	18	57	26	23	17	11	40	305	44	5	59	15	15	55	10	2853
'45-'42	10	3	7	112	35	87	25	4	103	15	55	66	20	13	5	43	190	17	1	29	49	16	94	6	1977
'41	34	12	36	203	42	321	59	13	293	36	112	129	48	18	14	59	398	76	5	60	190	37	182	21	4746
'40	24	8	32	167	33	237	53	20	214	33	132	134	48	22	17	42	243	57	1	52	59	37	92	11	3556
'39	18	5	26	177	16	278	37	21	248	27	168	210	30	19	14	25	179	30	4	51	65	37	126	11	3597
'38	12	9	16	87	8	205	20	14	131	16	170	95	18	8	5	12	108	21	4	46	51	32	55	7	2384
'37	25	28	32	283	23	315	31	71	287	26	732	259	29	16	15	23	100	57	8	37	125	37	130	2	4747
'36	17	20	16	146	12	185	14	41	179	35	605	204	22	13	14	12	78	34	8	24	87	25	78	6	3525
'35	13	3	13	88	5	159	11	18	128	16	227	153	20	9	7	15	41	18	3	23	45	9	53	5	2136
Prior to '35	171	46	91	410	45	1047	58	78	685	143	583	868	94	67	74	58	276	57	62	126	311	84	380	22	12587
Year Not Given	101	7	132	279	106	480	140	4	800	120	196	385	52	113	10	106	652	148	2	10	236	25	456	4	9491

Plus Performance

for temperature control of engines with pressurized cooling systems: for today's and tomorrow's cars and trucks



DOLE DVF

DOLE

"DV" Thermostats

DOLE DV THERMOSTATS used in leading makes—have proved their dependability and capacity to operate positively against the higher pump pressures in modern sealed cooling systems.

DOLE DV THERMOSTATS are also more efficient for the modern cars with open cooling systems.

In a word, DOLE DV THERMOSTATS help *all* cars of advanced design to give top performance—quick warm-up, savings of gasoline, oil and motor wear. Plus, of course, quick heat from the car heater.

Dole Thermostats are available in various sizes and models to meet all installation requirements.

DOLE DV 1

DOLE DV 2

DOLE DV 3

CONTROL WITH DOLE

THE DOLE VALVE COMPANY • 1901-1941 Carroll Avenue, Chicago 12, Illinois • Detroit • Los Angeles • Philadelphia

New Car Registrations by Makes, 1922 Through 1953

Make	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950
Ajax				4157																					
Anderson			480	136																					
Apperson	610	740	682	474																					
Auburn	1937	2443	2474	4044	7138	9835	11157	17853	13149	*30951	*11646	5038	5536	5163	1948	*1292									
American Austin									4354	2941	2520	3675	1057												
English Austin																							8610	3642	5452
Bay State		617	213																						
Buick	98141	150662	153082	170728	232594	232428	196287	†172307	†122645	90871	49708	43809	63067	87635	160487	205304	166380	218995	295513	308615	126322	246115	244762	372425	535807
Cadillac	16718	17809	16740	19445	25027	18461	18189	14935	12078	11135	6269	3903	4899	6692	11766	11234	10639	13090	21965	60242	23466	53379	59379	80880	101825
Case	895	859	653																						
Chalmers	4898	6758	2003																						
Chandler	6870	11212	10207	10416	20268	18445	15530																		
Chevrolet	146159	291761	289962	341281	486392	647810	769927	780053	618901	583387	322860	474993	534906	656698	930250	768040	464337	598834	853529	880346	329601	640709	709609	1031466	1420399
Chrysler			19960	68793	129575	154234	171514	97706	60908	52644	26016	28677	28052	40536	58698	91624	46184	63956	100117	143025	65532	93871	105315	130516	151300
Cleveland	6449	8811	8028	12435																					
Cole	1461	1459	762	207																					
Columbia	2807	3903	1603	89																					
Continental								342				3310	953												
Cord										*	*				1174	*									
Crosley																					2868	15934	25400	10175	6896
Davis		949	812	692																					
DeSoto							14538	59614	35267	28429	25311	21260	11447	26952	45088	74421	35259	51951	71943	91004	54420	72966	82464	103311	115023
Diana					2297	805																			
Dodge	96447	114076	157982	167686	219456	123918	149004	115775	64155	53086	28111	86062	90139	178770	248518	255264	104881	176585	197252	215563	135488	209552	213923	273530	300104
Dort	6582	5592	2493																						
Durant	21615	30103	9983	4204			23414																		
Earl	2119	1474	406																						
Elcar					1336																				
Elgin	1161																								
Erskine						8400	22689	‡																	
Essex	23276	31460	54395	119493	131663	166794	177469	191328	63338	42543	§														
Falcon-Knight						5719	5322																		
Flint			14778	14395	8439	1742																			
Ford	749785	1184976	1414293	1250161	1129548	393424	482010	1310119	1065105	528539	258927	311613	530528	826519	748554	765933	363688	481496	542755	602013	326822	532646	486988	806766	1166118
Franklin	6137	7520	5882	7157	7229	7526	7434	10704	7511	3881	1829	1329	360												
Frazer																					1873	51158	57994	15827	26223xx
Gardner	5663	6391	4311	2831		3290	3177																		
Graham									30137	19207	12858	10128	12887	15965	16439	13987	4139	3660	1856						
Graham-Paige							58523	60487																	
Grant	507																								
Gray		9068	8164	2340																					
Haynes	4337	3831	2129	330																					
H.C.S.		306	231																						
Hudson	19026	32800	46077	85839	68931	58674	48365	62712	30466	19188	8461	2946	19307	21587	20825	¶90027	¶40889	62855	79979	73261	72414	83344	109497	137907	134219
Hupmobile	24239	27061	26562	29101	37781	33809	55550	44335	24307	17425	10794	6726	6646	7460	1556	396	1020	907	211						
Jewett	9498	25900	27642	28621	14560		4255																		
Jordan	4167	6691	6159	6531	8469	6357																			
Kaiser																					3501	55571	108367	57995	85832
King	378																								
Kissel	561	1127	898	1406																					
LaFayette	349	384	441					1361					9301	17445	16304										
LaSalle						11258	18830	20290	11262	6883	3848	3709	5182	11775	13992	28906	15732	22197	16599						
Lexington	2114	1330	498	339																					
Liberty	1654																								
Lincoln	2911	4348	5672	6808	7711	6460	6039	6145	4356	3465	3179	2112	2061	2370	15567	25242	16991	19940	21004	18769	10798	24081	32638	37691	34318
Locomobile			230	828	2586	2037																			
Marmon	2893	2830	2613	4618	3512	10095	14770																		
Maxwell	33419	42788	44006	36236																					
Marquette								††																	
Mercer	300																								
Mercury																	6835	65884	80418	81874	61187	111198	137512	186629	318217
Mitchell	2290	623	78																						
Moon	2862	5820	7567	7525	4702	3375																			
Moon-Diana							2748																		
Nash	30454	41838	47671	73384	116780	109979	115172	105113	51086	39366	20233	11353	14315	17739	26766	70568	31814	54050	52853	77824	85169	102808	104156	135328	175722
National	351																								
Oakland	13347	23513	31836	34926	49668	42756	37100	**	**	**															
Oldsmobile	15095	20291	39031	34334	48128	48573	73713	89425	50503	44890	24128	35295	71676	149375	178488	188302	92398	146412	201256	230367	93094	180078	175531	269351	372519
Overland	52072	88336	106950	117525	96057																				
Packard	9050	13382	14220	23948	29589	31355	42961	44634	28318	16252	11058	9081	6552	37653	68772	95463	49163	62005	73794	69653	36435	47875	77843	97771	73155
Paige	7462	4047	5913	3703	15873	18256																			
Peerless	2958	4775	3936	4755	10437	9872	7748																		
Pierce-Arrow	1240	1669	2078	5231	5682	5836	5736	8422	6795	4522	2692	2152	1740	875	787	166									
Plymouth								84998	64305	94276	111926	249667	302557	382985	499580	462268	286241	348807	440093	452187	211800	313118	347174	527915	547367
Pontiac					50269	114293	183994	**186426	**90039	**86139	47926	86348	72645	140122	171669	212400	98399	159836	235815	286123	113109	206411	228939	321033	440528
R. & V. Knight			273																						
Reo	9460	13099	11249	13700	10256	19394	21379	17320	11449	6761	3870	2623	3854	3894	3146										
Rickenbacker	2262	5958	6583	8049	4050																				
Rockne											††														
Rollin			3662	2088																					
Saxon	521																								
Star		75185	62037	70339	79314	55039	47954																		
Stearns-Knight	1191	1543	1945	1573		927	1184																		
Stephens	2064	3156	1213																						
Studebaker	70419	94023	94700	107732	93482	86439	84545	‡82839	56525	46532	††41968	36242	41560	39573	67835	70064	41504	84660	102281	114331	58051	102123	143120	199460	268229
Stutz	769	1602	1167	1190	3692	2906	2430																		
Terraplane											§28778	35831	40510	53838	78471	¶	¶								
Velie	3729	4151	4384	4715	3804	4046																			
Viking																									
Westcott	1024	862	377	246																					
Whippet						99533	191220	x	x	x	x														
Wills-Ste. Claire	2736	1554	2020	1796	1929																				
Willys-Knight	12578	31449	29872	40137	43498	39873	40140	x112983	x	x	x														
Willys-Overland									x65766	x51341	x25898	15667	6576	10439	12423	51418	13012	14734	21418	22102	2329	23400	21408	28576	33926
Winton	461	340	129																						
Wolverine						2750																			
Yellow		1670	1499	1163																					
Electrics	405	368	76	22																					
Miscellaneous, Gas	17622	10593	6230	7854	16974	6815	7562	150511	43343	21272	5405	1245	324	1858	5294	1441	1516	3016	5254	3867	647	894	10433	10148	13259
TOTALS	1568505	2487876	z2830122	2967755	3228695	2623538	3139579	3848937	2626068	1908016	1096399	1493794	1888557	2743908	3404497	3483752	1891021	2653377	3415905	3731166	1815196	3167231	3490952	4838342	6326430

*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.

zSales in Conn., Miss., Nev., Tenn., and Va. estimated.
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.

§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

1951, 1952 and 1953 New-Car Registrations are on Page 60

Source: R. L. Polk & Co.

New Truck Registrations by Makes and Years, 1926-1953

Make	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952	1953
Acme	483	452	380	300																				
American LaFrance			347	329																				
Armleder			79																					
Atterbury			141	141																				
Austin								1053	494	181												65	48	17
Autocar	2548	2059	2353	2987	2009	1748	1015	1127	1139	1001	1451	2181	1617	2044	1944	2510	4755	4334	2770	1655	2072	2112	1595	1713
Available																			49	27	30	24	24	24
Bantam														590	335	40								
Biederman																			5	5	8	1		
Brockway	1748	1871	2314	3063	*3780	*1685	752	875	1213	1245	1695	1593	1303	1815	1672	2294	3683	4255	2958	1626	2384	2182	1752	2080
Brown																			183	154	316	230	117	10
Buick									152	116														
Chevrolet	55623	104832	133682	160959	118253	99600	60784	99880	157507	167129	204344	183674	119479	169457	185636	212797	171618	235803	302219	345519	414496	350344	272249	327960
Coleman																			6	4	11	1	1	1
Commerce			65	16																				
Corbitt																			268	100	109	153	49	30
Crosley																			2411	871	422	434	243	32
Dart																			36	22	24	12	9	16
Diamond T	1722	1834	2312	3586	2888	2483	2250	4139	5440	6454	8750	8118	4393	5412	6354	6077	5093	10475	10657	5172	5675	4508	3420	3398
Divco													1229	1481	1662	2306	3734	4893	5618	3577	4309	3752	2752	2569
Dodge	24281			28759	15558	13518	8744	28034	48252	61488	85295	64098	33656	48049	54323	62925	96490	126736	114431	116956	99716	106600	102129	82345
Dover				401																				
Duplex																			45	11	7	5	10	16
English Austin																			18	97	108			
Euclid																			120	42	59	89	39	27
Fageol				792																				
Fargo			281	3391																				
Federal	5398	3848	3111	2854	2095	1523	1167	1360	1962	2190	2930	2339	1370	1837	1613	1611	4557	6020	4026	1225	1469	1008	841	986
Ford	200163	99451	65247	223425	197216	138854	66937	62397	128250	185848	177244	189376	100959	128889	159514	174024	131469	186414	225729	202179	315912	250802	179523	266027
Freightliner													274	182	252	280			105	57	83	126	195	
FWD																	585	1195	811	337	323	501	543	359
Garford	712	573	341	114																				
GMC	2797	6637	17568	14300	9004	6919	6359	6602	10449	11442	26980	43522	20152	34908	38841	45703	25645	49187	74857	80407	97200	100285	79612	82296
Gotfredson			460	190																				
Graham	24803	42359	36542																					
Gramm			75																					
Hahn				125															14	52				
Hendrickson																			58	59	88	103	71	106
Hudson										638	1905	4823	719	409	760	736	2543	2534	117					
Indiana	944	1136	1290	1471			957	1252	729	862	1705	1371	435	178										
International	14247	16363	26196	31438	23703	21073	15752	26658	31555	53471	71958	76174	55836	66048	76833	92482	78392	113151	125203	91164	97818	95184	92788	95404
Kenworth																			478	392	673	668	705	747
Kleiber			380	326																				
Larrabee			381	363																				
Linn																			81	23	9	1		
Mack	8718	6268	6898	6867	4943	2945	1425	1652	1830	1515	4226	5513	4406	6670	7736	9468	4687	10917	9795	6866	9908	9794	7138	6890
Marmon-Herrington																			568	189	97	55	29	40
Martini																			2	2				
McDonald																			4	2				
Moreland			686	715																				
Nash																			32	236	52	211	1047	
Oshkosh																			173	115	100	92	129	106
Overland	813	399																						
Peterbilt																		195	279	249	280	301	236	332
Pierce-Arrow	1177	613	803	494																				
Plymouth									123	660	2420	13709	6652	8294	9528	7732								
Pontiac		3611																		775	1362	908	541	468
Relay			205	511																				
Renault																			2					
Reo	13466	10345	16325	13241	6427	5166	3187	3042	5035	5101	4227	4254	2929	853	624	1543	10489	12911	10773	4003	3876	3427	3393	3498
Republic	990	1093	686	435																				
Rugby			489	1248																				
Ruggles	430	295	127	16																				
Sanford			77																					
Schacht			395	280																				
Selden	551	408	430	269																				
Service			82	38																				
Star			471																					
Sterling	714	703	1049	1584	1224	739	227	108	134	174	277	311	267	326	341	440	510	576	411	229	354	334	250	
Stewart	1243	1541	1959	2160	2315	1394	867	684	736	880	1280	1148	390	70										
Studebaker			1340	1622	1518	3495	2430	†2413	1697	2100	3279	5129	2000	2110	1206	5078	25360	41861	50657	55099	45881	32675	28985	22473
Terraplane					§589				517															
Thames																			715	1216	258	171	118	
Walter																			132	76	82	80	100	62
Ward LaFrance																		509	271	88	46	45	78	48
Whippet			2681	5991																				
White	8872	7175	6272	6096	4395	2561	2138	1384	3963	3304	5757	5933	3514	4558	6468	9271	10117	13086	11603	8318	12050	12260	10858	12261
Willys					§4264	§3131	1132	233	25	2280	2441	1122	1889	1634	2291	2031	42135	49819	76585	32765	24640	24292	20356	17712
Willys-Knight			538	612																				
Yellow	1642	1079	148																					
Electrics			502	578																				
Miscellaneous	13256	13020	5406	4970	10307	6966	4290	2976	2684	2604	3480	3861	1880	934	1217	1389	3387	4261				15	126	259
TOTALS	387341	327965	341122	527057	410489	313800	180413	249869	403886	590683	611644	618249	368349	486748	559150	640697	625249	879132	1035174	961961	1142307	1003850	812099	930312

*Includes Indiana. †Includes Rockne. ‡Essex in 1930. §Includes Whippet and Willys-Knight.

Source: R. L. Polk & Co

if you were a

Chevrolet

dealer...

you'd have the biggest owner-service market in the industry!

In '54 as in years before . . .

AMERICA'S LEADING DEALERS

CHEVROLET

AMERICA'S LEADING FRANCHISE

CHEVROLET DIVISION OF GENERAL MOTORS
DETROIT 2, MICHIGAN

Motor Vehicle Registrations in Various Countries

Latest figures available (January 1, 1952)

(Prepared by Motor Vehicle Div., NPA, Dept. of Commerce.)

COUNTRY	Passenger Cars	1) Taxicabs	Trucks	2) Busses	Truck-Trailers	TOTAL
Aden 3)	1,590	..	400	..	..	1,990
Aegean Islands 4)	400	.	5)	..	..	400
Afghanistan 4)	731	..	3,603	225	..	4,559
Albania 4)	600	..	1,400	..	..	2,000
Algeria	48,436	..	34,955	..	..	83,391
Anglo Egyptian Sudan 3)	5,200	..	5,700	..	..	10,900
Angola	2,906	360	9,075	32	36	12,373
Antigua 4)	556	..	96	20	..	672
Arabia 4)	7,000	..	7,000	450	..	14,450
Argentina 3)	330,000	..	236,000	..	..	566,000
Australia 6-30-52	1,032,358	..	583,247	..	..	1,615,605
Austria 10-31-51	56,602	2,820	50,220	3,521	30,685	113,163
Azores 4)	800	..	300	..	..	1,100
Bahamas 3)	1,910	..	720	..	..	2,630
Bahrein 2)	250	..	250	30	..	530
Barbados 3)	4,000	..	1,500	..	..	5,500
Belgium Congo 3)	13,500	..	17,900	..	..	31,400
Belgium	297,797	19,941	151,480	2,495	14,232	471,713
Bermuda 3)	2,810	..	710	..	..	3,520
Bolivia 4)	3,400	..	8,200	500	..	12,100
Borneo North 3)	920	..	640	..	..	1,560
Brazil	207,105	55,424	208,294	16,144	1,950	486,967
British East Africa:						
Kenya	19,476	332	16,065	724	..	36,597
Nyasaland 3)	2,400	..	1,600	..	..	4,000
Tanganyika	6,854	..	6,876	901	..	14,631
Uganda	6,396	..	3,736	..	69	10,132
Zanzibar	753	..	140	298	..	1,191
British Guiana	2,629	1,149	965	74	..	4,817
British Honduras 3)	270	..	400	..	..	670
British Somaliland 4)	75	..	800	5	..	880
British West Africa:						
Gambia 3)	350	..	640	..	..	990
Gold Coast	6,644	..	11,674	..	..	18,318
Nigeria	11,879	595	10,908	..	630	23,382
Sierra Leone 1-1-50	911	29	911	36	..	1,887
Brunei	247	..	160	62	..	469
Bulgaria	4,500	..	9,000	1,000	..	14,500
Burma 3)	7,700	..	12,000	..	..	19,700
Canada	2,099,619	..	699,850	9,258	13,800	2,808,727
Canary Islands 3)	2,300	..	2,000	..	..	4,300
Ceylon	39,179	..	12,612	3,333	528	55,124
Channel Islands 1-1-50	8,817	..	4,730	..	..	13,547
Chile	38,634	4,756	30,998	4,222	..	78,610
China 4)	3,000	..	46,000	4,000	..	53,000
Columbia 4)	40,500	..	34,100	8,900	..	83,500
Cook Islands 4)	58	..	83	..	..	141
Costa Rica	4,595	548	2,764	856	35	8,763
Cuba	68,260	18,204	37,215	4,930	..	128,609
Cyprus 1-1-53	4,793	620	3,710	..	..	9,123
Cyrenaica 3-31-52	521	2	1,453	31	149	2,007
Czechoslovakia	105,000	..	64,980	1,800	..	171,780
Denmark 4)	121,395	..	62,927	2,900	..	187,222
Dominica 4)	136	..	67	25	..	228
Dominican Republic	3,971	1,607	4,230	574	..	10,382
Ecuador	4,200	..	8,100	..	..	12,300
Egypt	54,933	10,976	15,559	4,129	..	85,597
Eritrea	1,600	..	5)	..	..	1,600
Ethiopia 4)	3,926	..	4,092	39	..	8,057
Falkland Islands 4)	83	..	48	..	..	131
Faroe Islands	500	..	5)	..	..	500
Fiji 3)	1,910	..	1,250	..	..	3,160
Finland	36,806	6,000	37,199	3,937	5,145	83,942
France	1,670,500	..	941,200	24,000	..	2,635,700
French Equatorial Africa 4)	5,725	..	13,638	..	..	19,363
French Guiana	235	..	126	15	..	376
French Indo China 4)	24,000	..	10,500	..	..	34,500
French Somaliland	336	..	238	..	..	574
French West Africa:						
Dahomey	569	..	1,778	..	..	2,347
Dakar	5,433	290	6,240	..	..	11,963
Guinea	1,256	..	3,351	..	..	4,610
Ivory Coast	1,880	..	6,714	..	..	8,594
Mauretania	42	..	163	..	..	205
Niger	91	..	582	..	..	673
Senegal	829	..	2,899	..	..	3,728
Soudan	752	..	3,448	..	..	4,200
Germany, Federal Republic	903,575	..	511,960	19,546	..	1,435,081
Gibraltar	2,109	..	371	74	..	2,554
Gilbert and Ellice Islands	5	..	15	..	..	20
Greece	4,930	4,407	17,692	4,711	231	31,740
Greenland	22	..	5)	..	..	22
Grenada	706	..	233	..	..	939
Guadeloupe	3,233	..	2,974	..	..	6,207
Guatemala	6,590	..	7,836	..	20	14,426
Haiti	3,145	496	1,565	15	..	5,221
Honduras	1,179	353	2,357	88	15	3,977
Hong Kong	10,703	344	3,240	443	20	14,730
Hungary 1-1-49	10,988	..	10,075	633	..	21,696
Iceland	4,327	..	6,022	285	..	10,634
India	170,000	..	108,155	26,500	..	304,655
Indonesia	39,435	..	27,085	8,474	..	74,994
Iran 1-1-53	17,069	5,927	15,672	5,210	..	43,878
Iraq	5,983	4,618	6,347	3,178	69	20,126
Ireland 1-1-53	110,000	..	27,500	6,200	384	143,700
Israel	10,611	1,580	14,359	1,512	242	28,062
Italy	443,855	..	255,394	6,635	28,289	705,884
Jamaica 3)	560	..	11,800	..	..	12,360
Japan	57,533	..	318,522	21,220	2,460	397,275
Jordan	2,488	..	1,990	394	..	4,872
Korea 1-1-50	2,568	1,492	9,679	998	..	14,737
Lebanon 3)	12,800	..	400	..	..	13,200
Liberia 4)	1,100	..	700	10	..	1,810
Libya	1,100	..	1,100	..	..	2,200
Luxembourg 3)	11,000	..	4,600	..	..	15,600
Macau	382	..	250	..	..	632
Madagascar	4,968	..	7,069	203	150	12,240
Madeira 4)	774	..	496	..	..	1,270
Malaya, Federation of 1-1-53	41,805	3,046	17,933	1,943	..	64,727
Maltese Islands 1-1-53	6,634	527	2,468	557	10	10,186
Martinique	3,984	180	2,816	313	..	7,293
Mauritius	3,298	697	1,279	191	83	5,465
Mexico	190,665	18,605	132,708	19,326	..	261,304
Monaco	1,500	..	5)	..	..	1,500
Montserrat 4)	70	..	16	15	..	101
Morocco						
French	51,150	..	32,000	..	..	83,150
International	3,268	160	940	36	..	4,404
Spanish— Inc. Cerita & Melilla	1,320	325	1,162	250	1	3,057
Mozambique	7,028	..	8,085	..	..	15,113
Netherlands 3)	157,000	..	91,900	..	..	248,900
Netherland West Indies:						
Aruba 5-1-52	3,505	146	1,046	31	10	4,728
Bonaire 1-1-50	65	..	39	..	..	104
Curacao	5,390	136	1,875	452	14	7,853
New Caledonia	2,305	27	1,541	..	..	3,873
New Guinea—See Papua						
New Zealand	271,963	4,073	101,500	2,345	38,346	379,881
Nicaragua	1,867	540	1,507	220	21	4,134
Niue	6	..	7	..	..	13
Northern Ireland 4)	54,583	..	21,339	1,355	..	77,277
Norway	64,400	5,093	55,447	4,408	6,764	129,348
Pakistan 4)	24,740	..	7,946	5,969	..	38,655
Panama 4)	25,800	..	2,175	1,200	173	29,175
Papua and New Guinea	613	70	971	14	50	1,668
Paraguay	2,519	..	1,070	446	..	4,035
Peru	24,933	8,739	25,174	2,965	..	61,811
Philippine Islands 3)	46,900	..	50,800	..	..	97,700
Poland 6-1-48	28,200	..	40,766	..	..	68,966
Portugal	60,100	6,100	31,484	2,500	100	100,184
Portuguese India 1-1-49	866	..	727	..	..	1,593
Reunion	4,150	..	5)	..	..	4,150
Rhodesia, Northern 3)	9,600	..	8,600	..	..	18,200
Rhodesia, Southern 3)	34,000	..	23,000	..	..	57,000
Rumania 4)	14,000	..	10,000	2,000	..	26,000
St. Kitts and Nevis 1-1-50	198	..	93	..	..	291
St. Lucia 4)	353	..	112	80	..	545
St. Pierre—Miquelon 4)	57	..	54	..	..	111
St. Vincent	250	..	70	..	..	320
Salvador, El.	6,458	..	3,862	823	100	11,143
Samoa, American 4)	220	..	5)	..	..	220
Samoa, Western	310	..	5)	..	..	310
Sarawak 3)	800	..	910	..	..	1,710
Seychelles	223	21	42	27	..	313
Siam	11,613	..	6,869	5,042	..	23,524
Singapore, Colony of	22,741	1,534	7,852	424	68	32,551
Society Islands	1,600	..	5)	..	..	1,600
Southwest Africa	6,980	..	6,000	..	..	12,980
Spain 3)	92,300	..	87,000	..	..	179,300
Surinam	1,345	..	648	117	..	2,110
Sweden	313,068	..	89,486	7,818	..	410,372
Switzerland 3)	168,000	..	43,700	..	..	211,700
Syria	4,634	810	4,557	1,116	..	11,117
Taiwan (Formosa)	2,248	..	3,689	1,322	..	7,259
Trinidad & Tobago 3)	15,000	..	6,400	..	..	21,400
Tunisia	20,906	..	10,669	593	..	32,168
Turkey	13,405	..	15,404	3,755	..	32,564
Union of South Africa	494,230	..	138,333	4,806	..	637,369
United Kingdom (England, Scotland and Wales)	2,434,900	6) 52,300	923,900	77,600	..	3,488,700
U.S.S.R.	180,000	..	1,600,000	20,000	..	1,800,000
Uruguay	45,000	..	25,000	2,000	..	72,000
Venezuela 3)	74,100	..	61,900	..	..	136,000
Yugoslavia 3)	6,900	..	18,200	..	..	25,100
Total Countries Except U. S.	13,356,146	245,999	8,570,938	377,854	144,879	22,550,937
United States	42,682,591	..	9,000,913	230,461	..	51,913,965
Alaska 4)	26,101	..	12,565	306	..	38,972
Hawaii 4)	125,292	..	26,669	814	..	152,775
Puerto Rico 4)	46,029	..	20,460	836	..	67,325
Virgin Islands 4)	1,230	..	679	15	..	1,924
TOTAL—United States and Territory	42,881,243	..	9,061,286	232,432	..	52,174,961
GRAND TOTAL	56,237,389	245,999	17,632,224	610,286	144,879	74,725,898

1) Where taxicabs are not listed separately they are included with passenger cars.

2) Where not separately shown they are included with trucks.

3) Source: United Nations.

4) Source: American Automobile.

5) Included with passenger cars.

6) Including 37,600 other vehicles.

Behind these Doors...

your production problems can be solved!

If you produce automobiles, trucks or buses, it is more than likely that Ionia Manufacturing Company can help improve some part of your business. If completely new designs or re-styling can stimulate the sales of your product, we can render you an invaluable service. We can take an idea that is just a rough sketch on your drafting board and not only design and engineer a part, a sub-assembly or the complete unit, but completely manufacture it as well. Because of our production of Station Wagon Bodies and Automotive Trim, Ionia is closely identified with the leaders in the automotive industry. We are proving our value to them day after day. We would like to prove it to you, too!

IONIA MANUFACTURING COMPANY
A Division of The Mitchell-Bentley Corporation
IONIA, MICHIGAN

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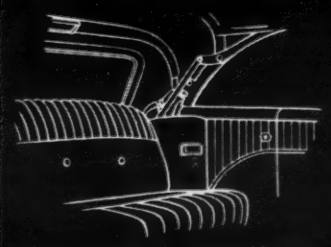
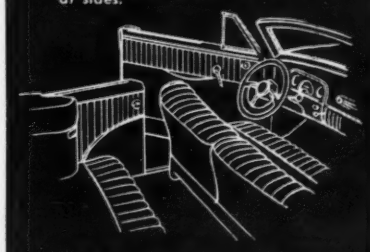
PACKARD

Ionia played a major role in re-styling and redesigning the body of the 1954 Packard Caribbean.



Ionia produces the convertible top of the Packard Caribbean, seat cushions and top and quarter panels at sides.



The front seat cushion and base as well as interior door trim panel and cowl panel for the Packard Caribbean are Ionia products.

DODGE

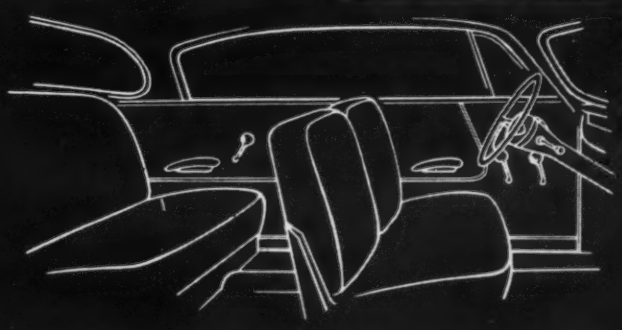
The Fibre Glass Body for this beautiful modern new Dodge Granada is a product of Ionia design and production experience.

ESTATE WAGON

Ionia Manufacturing Company produces the all-metal body, seats and trim on this luxurious 1954 estate wagon with the smart sweep of line.

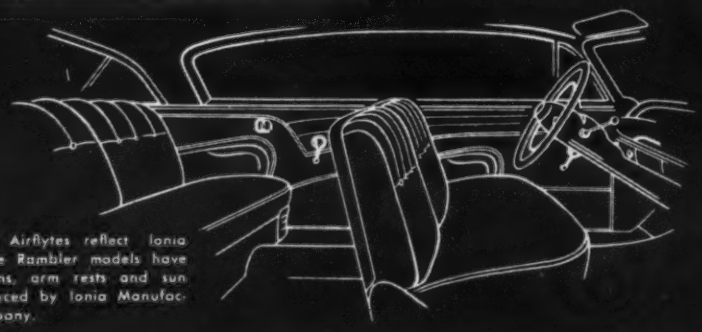
DODGE

The all-metal four-door station wagon body on the 1954 Dodge Suburban is a product of Ionia Manufacturing Company.



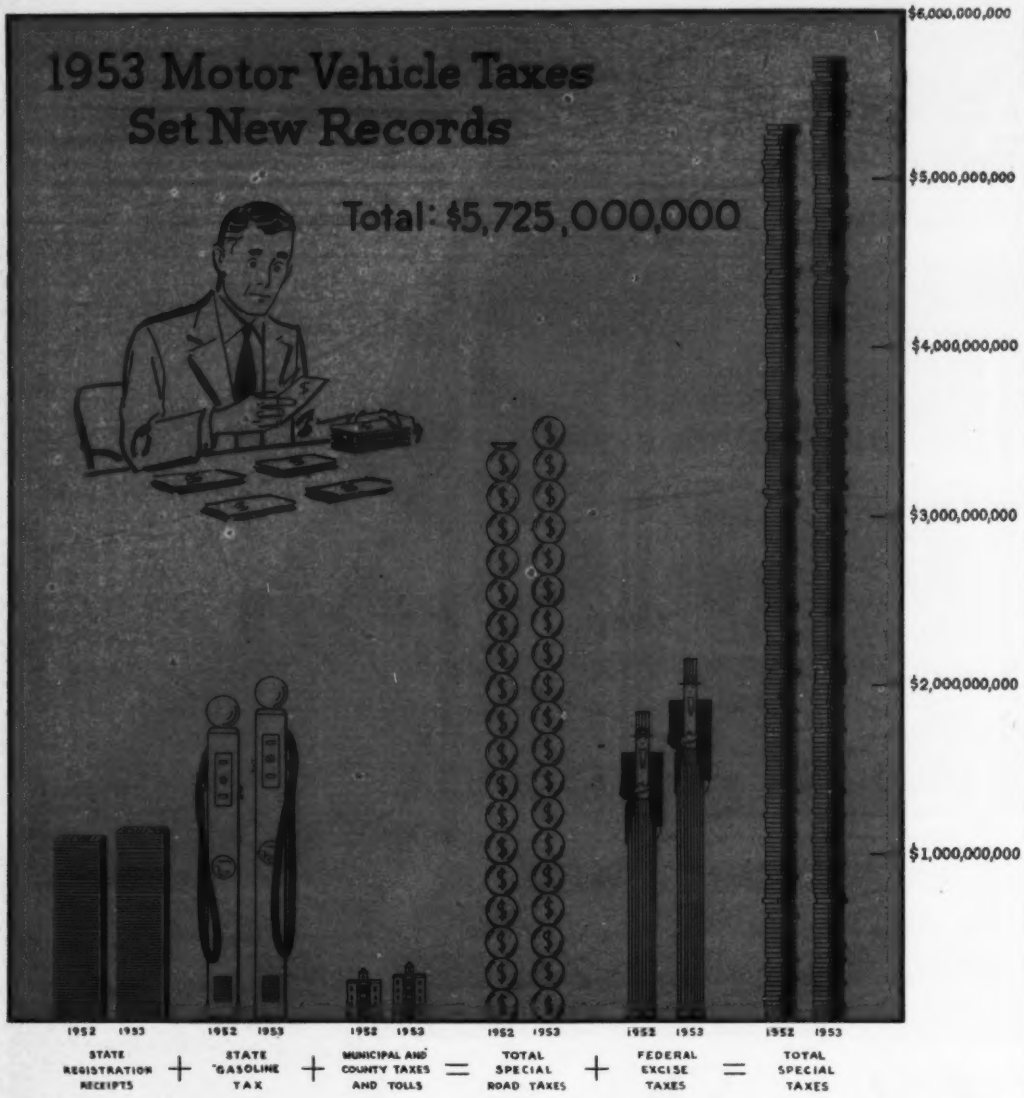
STUDEBAKER

Ionia produces complete seat cushions for the sleek and racy-looking new Studebaker Commander V-8 Starliner hard-top, the Commander V-8 Land Cruiser Sedan and the Conestoga station wagon.



NASH

1954 Nash Airflytes reflect Ionia too. All five Rambler models have seat cushions, arm rests and sun visors produced by Ionia Manufacturing Company.



	State Gross Registration Receipts (1)	State Gasoline Tax (Net) (1)	Municipal and County Taxes and Tolls (2)	Total Special Road Taxes	Federal Excise Taxes (3)	Total Special Taxes
1925	$ 260,583,000	$ 148,358,000	$ 43,085,000	$ 452,026,000	$ 145,302,000	$ 597,328,000
1926	288,236,000	187,603,000	50,051,000	525,890,000	96,432,000	622,322,000
1927	300,872,000	258,967,000	55,875,000	615,714,000	60,504,000	676,218,000
1928	322,577,000	305,234,000	61,738,000	689,549,000	28,222,000	717,771,000
1929	347,697,000	431,636,000	70,451,000	849,784,000	.....	849,784,000
1930	355,580,000	494,683,000	74,470,000	924,733,000	.....	924,733,000
1931	344,313,000	537,589,000	78,696,000	960,598,000	.....	960,598,000
1932	325,104,000	514,139,000	74,470,000	914,813,000	75,356,000	990,169,000
1933	301,314,000	519,403,000	75,460,000	896,177,000	230,649,000	1,126,826,000
1934	316,754,000	566,642,000	80,714,000	964,110,000	235,743,000	1,199,853,000
1935	335,401,000	619,677,000	87,822,000	1,042,900,000	256,671,000	1,299,571,000
1936	374,920,000	691,420,000	95,025,000	1,161,365,000	197,142,000	1,458,507,000
1937	415,829,000	761,998,000	101,539,000	1,279,366,000	326,515,000	1,605,881,000
1938	405,246,000	771,764,000	105,190,000	1,282,200,000	267,959,000	1,550,159,000
1939	430,549,000	821,656,000	117,207,000	1,369,412,000	324,012,000	1,693,424,000
1940	457,091,000	870,136,000	129,360,000	1,456,587,000	416,394,000	1,872,981,000
1941	511,242,000	957,312,000	144,360,000	1,612,914,000	572,759,000	2,185,673,000
1942	470,864,000	844,855,000	124,637,000	1,440,356,000	626,055,000	2,066,411,000
1943	449,724,000	659,125,000	104,722,000	1,213,571,000	445,814,000	1,659,385,000
1944	445,620,000	680,950,000	40,078,000	1,231,448,000	486,097,000	1,717,545,000
1945	467,589,000	783,691,000	117,693,000	1,368,973,000	556,963,000	1,925,936,000
1946	551,318,000	1,064,681,000	155,822,000	1,771,821,000	798,406,000	2,570,227,000
1947	646,097,000	1,206,305,000	183,038,000	2,035,440,000	1,039,373,000	3,074,813,000
1948	755,183,000	1,350,028,000	213,597,000	2,318,808,000	1,154,370,000	3,473,178,000
1949	833,639,000	1,474,508,000	235,699,000	2,543,846,000	1,280,663,000	3,824,509,000
1950	948,333,000	1,667,229,000	264,328,000	2,879,890,000	1,479,471,000	4,359,361,000
1951	1,054,136,000	1,812,624,000	290,000,000	3,156,879,000	1,547,775,000	4,704,654,000
1952	1,133,507,000	1,967,831,000	337,000,000	3,438,338,000	1,866,972,000	5,305,310,000
1953*	.....	.....	.....	.....	.....	5,725,000,000

These are special taxes on motor vehicle users. Income and property taxes on motor vehicle, body, parts, and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies not included.
(1) U. S. Bureau of Public Roads Registration receipts include special motor carrier fees
(2) Estimated from data compiled by the Board of Investigation and Research.
(3) Bureau of Internal Revenue and U. S. Bureau of Public Roads. Not a road tax*
*Preliminary

Source: Automobile Manufacturers Assn.

Average Auto Employment

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR AND MONTH	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1949—January	786.8	658.6	67.74	39.8	1.702
February	765.0	642.6	66.91	39.5	1.694
March	767.5	639.4	62.96	37.7	1.670
April	769.3	641.6	64.77	38.6	1.678
May	729.0	593.4	63.22	37.3	1.695
June	766.0	638.0	66.94	39.4	1.699
July	783.8	660.8	68.67	40.3	1.704
August	794.1	668.6	67.78	39.8	1.703
September	798.5	676.3	69.33	40.4	1.716
October	777.2	656.0	65.87	39.0	1.689
November	686.0	572.8	61.03	36.2	1.686
December	691.6	575.4	65.44	38.2	1.713
1950—January	784.0	664.0	70.14	40.9	1.715
February	677.3	557.4	67.64	39.6	1.708
March	686.4	565.6	69.08	40.4	1.710
April	707.1	584.8	73.77	42.2	1.748
May	846.7	723.1	71.66	41.4	1.731
June	877.7	751.3	75.76	42.8	1.770
July	868.8	743.7	74.35	42.1	1.766
August	892.8	767.8	75.21	42.3	1.778
September	897.9	774.9	73.81	40.6	1.818
October	908.3	782.1	75.21	41.1	1.830
November	873.4	748.5	72.76	39.5	1.842
December	881.6	755.6	76.28	40.9	1.865
1951—January	889.9	754.8	71.58	38.9	1.84
February	911.5	776.6	74.19	40.1	1.85
March	917.5	778.4	75.76	40.3	1.88
April	895.7	758.8	74.24	39.7	1.87
May	874.2	737.9	74.43	39.8	1.87
June	860.3	724.8	74.69	38.9	1.92
July	814.5	680.1	73.15	37.9	1.93
August	803.1	667.6	76.43	39.6	1.93
September	806.7	670.4	77.21	39.8	1.94
October	797.4	659.7	77.21	39.8	1.94
November	784.8	647.0	76.25	39.1	1.95
December	777.9	639.1	79.99	40.4	1.98
1952—January	767.0	626.3	80.40	40.4	1.99
February	767.5	626.5	79.59	40.4	1.97
March	777.9	635.7	80.80	40.4	2.00
April	799.4	655.3	79.40	39.9	1.99
May	804.0	659.8	80.20	40.1	2.00
June	810.3	663.3	79.19	39.4	2.01
July	661.7	515.3	71.44	35.9	1.99
August	672.5	523.6	77.95	38.4	2.03
September	820.3	673.5	88.20	41.8	2.11
October	850.0	701.2	92.23	43.1	2.14
November	887.9	734.8	89.25	41.9	2.13
December	904.0	749.9	90.31	42.4	2.13
1953—January	924.6	769.3	86.94	41.4	2.10
February	957.0	798.0	87.99	41.7	2.11
March	983.2	820.6	88.20	41.8	2.11
April	993.1	830.7	88.83	41.9	2.12
May	982.3	816.1	87.15	41.5	2.10
June	969.4	803.4	89.23	41.5	2.15
July	965.5	796.0	87.91	40.7	2.16
August	943.8	775.1	88.58	41.2	2.15
September	904.0	737.7	86.58	39.9	2.17
October	897.2	732.3	88.13	40.8	2.16
*November	867.9	703.3	86.40	40.0	2.16
*December	893.5	731.8	87.23	40.2	2.17

*Preliminary estimates. Source: U. S. Department of Labor, Bureau of Labor Statistics.

RESULTS OF BRAKE FLUID CHECKS

	1948	1950	1953
Total brands of brake fluid tested	29	28	30
Total conforming to SAE heavy-duty specifications	2	4	9
Total conforming to SAE moderate-duty specifications	3	5	12
Undesirable fluids containing between 50% and 95% of isopropyl alcohol	10	4	6
Fluid not conforming to any of the above	9	15	3
Percentage of undesirable fluids being sold on open market	65.5	67.9	30

Editor's Note: *Chrysler Corp. engineering department has made it a practice to buy and analyze every brand of brake fluid offered for sale on the Detroit market. This is the complete report of the last three tests. As compared to the partially completed test published nearly a year ago, fluids meeting heavy-duty specifications gained two, and those meeting moderate-duty specifications gained five.*

Men Employed on Federal, State Highway Construction

MEN EMPLOYED ON ALL FEDERAL AND FEDERAL-AID HIGHWAY CONSTRUCTION

	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950	Fiscal Year 1951	Fiscal Year 1952	Fiscal Year 1953
July	45,426	79,684	85,462	94,216	89,507	85,557	91,775
August	51,768	87,325	82,084	94,445	92,491	85,851	92,488
September	56,848	82,498	77,548	92,337	89,334	80,718	91,433
October	55,080	76,324	73,143	90,633	85,374	75,606	82,445
November	47,570	59,971	58,005	67,787	68,343	57,581	62,522
December	35,248	42,903	39,667	47,008	43,970	41,427	42,431
January	27,693	30,746	28,173	33,483	35,076	32,718	37,174
February	29,963	26,386	27,816	33,434	31,995	35,057	37,031
March	34,904	33,238	35,677	39,951	39,417	40,988	42,536
April	47,884	52,240	50,580	52,119	55,889	61,961	55,711
May	62,269	69,849	68,146	70,223	70,590	75,293	68,467
June	73,165	77,163	77,189	81,561	79,456	88,064	82,067

TOTAL MEN EMPLOYED ON ALL FEDERAL AND STATE HIGHWAY CONSTRUCTION AND MAINTENANCE

	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950	Fiscal Year 1951	Fiscal Year 1952	Fiscal Year 1953
July	188,483	239,993	257,280	270,268	272,151	266,697	280,982
August	199,927	249,975	254,576	274,775	279,899	269,677	283,796
September	199,413	238,151	248,967	268,617	272,652	259,629	275,715
October	198,252	228,623	242,057	259,993	264,036	250,281	259,936
November	184,178	203,397	213,864	228,197	239,320	220,049	229,519
December	161,190	175,880	181,900	193,525	198,344	193,606	195,353
January	150,008	155,958	162,423	169,757	176,631	177,902	182,989
February	151,747	147,489	157,758	167,568	170,219	174,617	178,635
March	160,185	158,506	168,125	178,238	181,656	185,487	184,393
April	174,646	188,248	192,050	199,342	206,836	217,424	203,734
May	200,236	218,178	220,708	230,758	233,946	242,579	224,887
June	223,657	236,838	244,494	257,521	259,254	269,899	251,315

Source: National Highway Users Conference.

This

WE CAN DO FOR YOU

...**seal** windows and doors with flexible or rigid glass run channel and weatherstrip

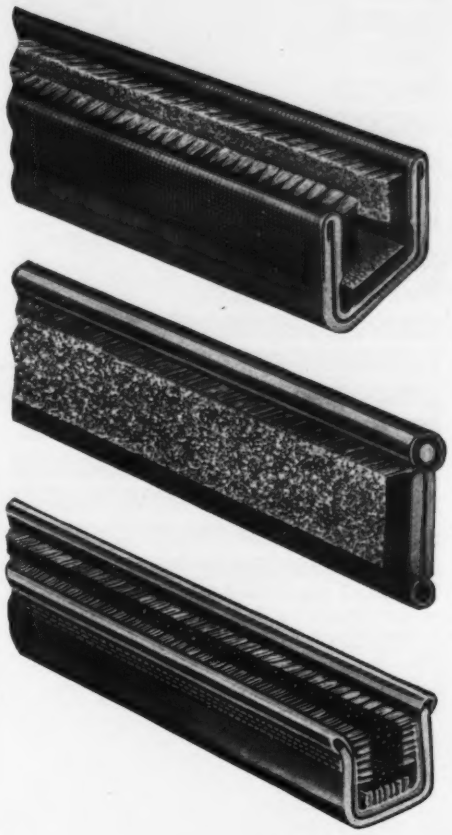
...**cushion** and seal with rubber extrusions and molded rubber or rubber bonded to metal parts

...**latch** with door, hood, and deck latches

In our specialties ... Sealing ... Cushioning ... Latching ... we maintain the very highest of standards. On such close attention to detail, Standard Products has become the world's largest manufacturer of many products used in the automotive industry.

SEALING DEVICES

For automobiles, trucks, buses, trailers



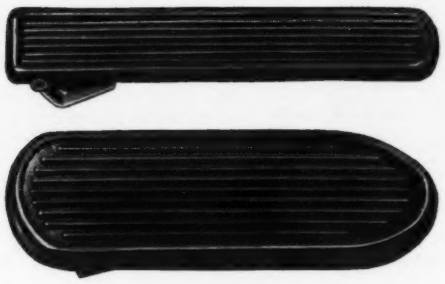
Flexible glass run channel formed to body shape required

Flexible contour and belt weatherstrip

Rigid channel, where non-flexing characteristics are desired

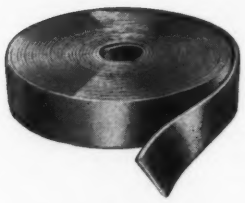
Produced at Lexington, Ky., Gaylord, Mich. and Long Beach, Cal. plants

MOLDED AND EXTRUDED RUBBER



Molded rubber bonded to metal

All types of molded and extruded rubber goods produced to S.A.E. specifications



Sealstrip glass-setting tape

Examples: Flocked and cloth covered parts for hard tops and convertibles, seals for front, rear, quarter, ventilator windows, accelerator pedals, bumper arms and assemblies, flexible couplings, motor mountings, valve seats, other seals, gaskets, washers, plugs, inserts and spacers.

Produced at Port Clinton, Ohio plant

STAMPED, FORMED AND EMBOSSED METAL PARTS

Scuff plates, roll-formed and embossed with decorative design

Rotary door latches, hood, and deck latches

Stainless steel sealing-strip assemblies for hard tops

For sealing assemblies, trim, decorative frames

Produced at Reid Products Div., Cleveland, Ohio

We will be glad to co-operate with you on existing or experimental problems in our specialized field. Call our Sales Office: 316 Fisher Bldg., Detroit 2, Mich. Phone: TRinity 1-7502

THE ORIGINAL EQUIPMENT LINE

The Standard Products Co.

World's largest manufacturer of

AUTOMOTIVE WINDOW CHANNEL AND WEATHERSTRIP

Gasoline Consumption

By States, 1953

	Tax Rate* Cents	Gallons
Alabama	6	726,090,000
Arizona	5	331,889,000
Arkansas	6½	463,565,000
California	6	4,874,653,000
Colorado	6	540,419,000
Connecticut	4	609,966,000
Delaware	5	127,202,000
District of Columbia	5	204,228,000
Florida	7	1,139,032,000
Georgia	6	972,852,000
Idaho	6	233,141,000
Illinois	5	2,544,997,000
Indiana	4	1,497,229,000
Iowa	5	1,029,109,000
Kansas	5	882,164,000
Kentucky	7	686,466,000
Louisiana	7	702,355,000
Maine	6	264,702,000
Maryland	6	677,951,000
Massachusetts	5	1,069,925,000
Michigan	4½	2,305,730,000
Minnesota	5	1,044,388,000
Mississippi	7	517,410,000
Missouri	3	1,387,051,000
Montana	6	257,314,000
Nebraska	6	531,662,000
Nevada	5½	105,815,000
New Hampshire	5	153,423,000
New Jersey	3	1,587,990,000
New Mexico	6	302,348,000
New York	4	3,134,504,000
North Carolina	7	1,144,530,000
North Dakota	5	291,319,000
Ohio	5	2,619,301,000
Oklahoma	6½	811,473,000
Oregon	6	576,122,000
Pennsylvania	5	2,604,209,000
Rhode Island	4	201,115,000
South Carolina	7	588,436,000
South Dakota	5	308,804,000
Tennessee	7	878,644,000
Texas	4	4,610,603,000
Utah	5	257,563,000
Vermont	5	112,174,000
Virginia	6	1,047,179,000
Washington	6½	797,456,000
West Virginia	5	417,239,000
Wisconsin	4	1,132,764,000
Wyoming	5	155,316,000
Total		49,459,817,000

* As of Dec. '53. These are State tax rates per gallon. In addition there is the Federal tax of two cents per gallon.

Source: American Petroleum Institute.

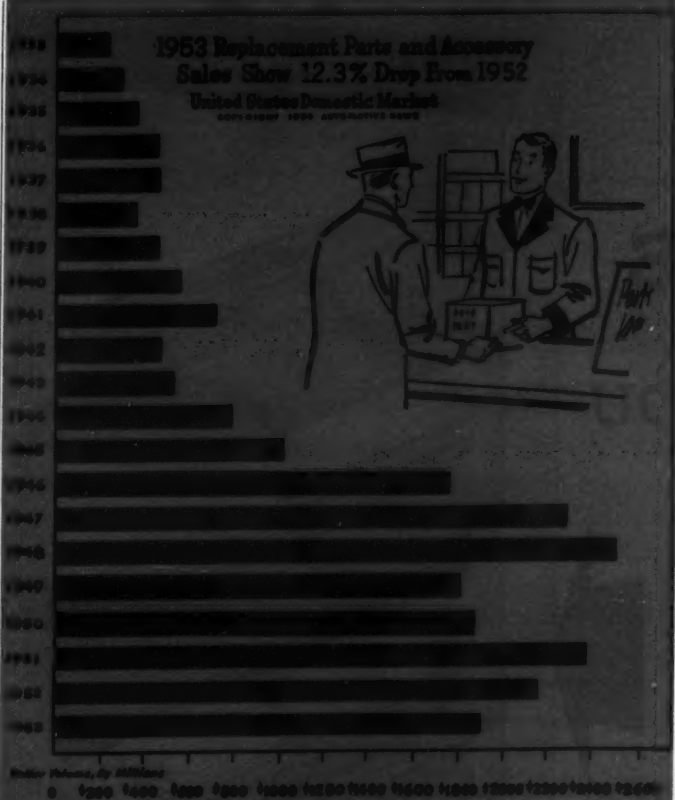
GASOLINE PRICES, 1953

Average, 50 Representative Cities

CITY	*Price per Gal.
Portland, Me.	$ .2658
Manchester, N. H.	.2544
Burlington, Vt.	.2880
Boston	.2835
Providence	.2582
Hartford, Conn.	.2415
Buffalo	.2810
New York	.2850
Newark	.2569
Philadelphia	.2698
Dover, Del.	.2820
Baltimore	.2831
Washington, D. C.	.2779
Charleston, W. Va.	.3070
Norfolk, Va.	.2888
Charlotte, N. C.	.3088
Charleston, S. C.	.2989
Atlanta, Ga.	.3010
Jacksonville, Fla.	.2885
Birmingham, Ala.	.3080
Vicksburg, Miss.	.3140
Memphis, Tenn.	.2978
Lexington, Ky.	.3110
Youngstown, O.	.2693
South Bend, Ind.	.2690
Chicago	.2828
Detroit	.2798
Milwaukee	.2840
Twin Cities, Minn.	.2830
Fargo, N. D.	.2738
Huron, S. D.	.2910
Omaha	.2758
Des Moines	.2737
St. Louis	.2578
Wichita, Kans.	.2615
Tulsa	.2858
Little Rock	.3062
New Orleans	.2903
Houston	.2550
Albuquerque	.3050
Denver	.2770
Casper, Wyo.	.3138
Butte, Mont.	.3238
Boise, Idaho	.3087
Salt Lake City	.2833
Reno, Nev.	.3168
Phoenix, Ariz.	.3036
San Francisco	.2855
Portland, Ore.	.3055
Spokane, Wash.	.3280
AVERAGE	$ .2869

*Includes state, federal and local taxes. Housebrand (regular grade gasoline)

Source: The Texas Company.



Replacement Parts and Accessory Sales

Estimates Are Based on Federal Excise Tax Receipts

Calendar Year	Wholesale Value	Yearly Increase %	Calendar Year	Wholesale Value	Yearly Increase %
1933	$234,461,090	...	1943	527,710,048	[illegible]
1934	299,879,633	28.0	1944	789,200,000	[illegible]
1935	373,159,429	21.6	1945	1,037,800,000	[illegible]
1936	454,110,443	21.5	1946	1,750,200,000	[illegible]
1937	461,774,995	2.0	1947	2,309,200,000	[illegible]
1938	360,892,902	—21.6	1948	2,451,500,000	[illegible]
1939	460,408,017	27.5	1949	1,809,900,000	[illegible]
1940	553,004,020	20.0	1950	1,881,700,000	[illegible]
1941	718,212,298	30.0	1951	2,399,400,000	[illegible]
1942	471,956,985	—34.3	1953†	1,900,000,000	[illegible]

NOTE: For year-to-year comparisons, probably the most comprehensive and accurate measure of the trend in the domestic market sales of repair parts and accessories is obtainable from the Federal excise tax collections. The wholesale value of parts and accessories taxable has been estimated by dividing the tax rate into the aggregate annual collections for years commencing March 1. (There is approximately a two-months' lag between the month in which sales are made and the month in which collections are normally reported.)

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garage and service equipment and items which are used for a variety of purposes other than automotive, such as belts, oils, lacquers, paints, varnish, cloth, leather, etc., used in repairs.

†Preliminary

Source: Automobile Mfrs. A[illegible]

The Petroleum Picture

U. S. Production of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	1,037,800	2,843,288
1936	1,144,959	3,128,303
1937	1,331,127	3,646,923
1938	1,267,466	3,472,510
1939	1,319,110	3,614,000
1940	1,412,081	3,858,145
1941	1,486,518	4,072,652
1942	1,472,364	4,033,874
1943	1,595,729	4,371,860
1944	1,780,350	4,864,344
1945	1,828,539	5,009,696
1946	1,851,748	5,073,282
1947	1,989,850	5,451,643
1948	2,167,264	5,921,486
1949	1,999,215	5,477,301
1950	2,155,693	5,906,008
1951	2,452,676	6,719,700
1952	2,513,733	6,868,100
1953	[illegible]	7,129,800

Source: Bureau of Mines. American Petroleum Institute.

U. S. Consumption of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	983,317	2,694,0[illegible]
1936	1,092,379	2,984,64[illegible]
1937	1,169,205	3,203,30[illegible]
1938	1,136,705	3,114,26[illegible]
1939	1,230,486	3,371,19[illegible]
1940	1,326,620	3,624,64[illegible]
1941	1,485,779	4,070,62[illegible]
1942	1,449,908	3,972,35[illegible]
1943	1,521,426	4,168,29[illegible]
1944	1,671,263	4,566,29[illegible]
1945	1,772,688	4,856,67[illegible]
1946	1,792,786	4,911,74[illegible]
1947	1,989,803	5,452,00[illegible]
1948	2,113,678	5,775,07[illegible]
1949	2,118,250	5,803,42[illegible]
1950	2,375,057	6,507,00[illegible]
1951	2,569,827	7,040,60[illegible]
1952	2,664,407	7,279,80[illegible]
1953	[illegible]	[illegible]

Source: Bureau of Mines. American Petroleum Institute.

U. S. Exports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	129,355	354,397
1936	132,369	361,664
1937	173,311	474,825
1938	194,145	531,904
1939	189,549	519,312
1940	130,466	356,464
1941	108,830	298,164
1942	116,907	320,293
1943	149,957	410,841
1944	207,616	567,257
1945	182,983	501,323
1946	153,123	419,515
1947	164,477	450,600
1948	134,674	367,962
1949	119,376	327,058
1950	111,306	304,948
1951	154,052	422,100
1952	158,188	432,200
1953	146,258	400,700

Source: Bureau of Mines.

U. S. Imports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	52,635	144,20[illegible]
1936	57,104	156,02[illegible]
1937	57,157	156,59[illegible]
1938	54,308	148,78[illegible]
1939	59,060	161,80[illegible]
1940	83,751	228,82[illegible]
1941	97,142	266,14[illegible]
1942	35,966	98,53[illegible]
1943	63,412	173,73[illegible]
1944	92,311	252,21[illegible]
1945	113,619	311,2[illegible]
1946	137,676	377,1[illegible]
1947	159,289	436,4[illegible]
1948	188,144	514,0[illegible]
1949	235,559	645,3[illegible]
1950	310,261	850,0[illegible]
1951	308,194	844,4[illegible]
1952	348,507	952,20[illegible]
1953	383,157	1,049,70[illegible]

Source: Bureau of Mines.

U. S. Automotive Tire, Tube Statistics

TIRES — Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	17,511,752	43,916,524	2,049,509	63,477,785	62,809,887	10,806,961
1930	10,589,286	36,194,381	1,873,306	48,656,973	46,130,148	8,061,066
1931	8,275,291	35,984,807	1,247,803	45,507,901	44,378,021	7,024,207
1932	5,321,246	30,300,096	681,421	36,302,763	36,128,309	6,844,966
1933	9,031,274	29,137,759	737,208	38,906,241	39,976,453	7,986,820
1934	11,161,220	28,870,716	735,239	40,767,175	41,045,258	8,294,858
1935	17,063,692	26,035,729	947,564	44,046,985	43,255,729	7,054,179
1936	18,941,208	26,999,003	643,679	46,583,890	49,013,253	9,290,963
1937	20,054,754	26,177,433	696,273	46,928,460	46,496,958	8,744,761
1938	10,085,827	27,103,970	580,165	37,769,962	35,789,302	6,936,901
1939	15,742,253	33,470,797	607,229	49,820,279	49,932,954	7,107,493
1940	19,560,272	30,902,707	411,099	50,874,078	50,965,429	7,270,192
1941	19,855,693	34,118,268	586,423	54,560,384	50,391,918	3,165,132
1942	910,489	2,734,003	37,852	3,682,344	2,790,397	4,432,038
1943	81,917	10,605,445	71,655	10,759,017	7,620,440	1,132,259
1944	208,086	18,329,918	130,032	18,668,036	18,818,738	1,217,615
1945	1,115,295	25,462,305	222,375	26,799,975	28,199,792	2,214,517
1946	11,086,542	54,684,036	652,643	66,423,221	66,466,319	1,763,472
1947	19,644,143	52,857,228	1,608,082	74,109,453	77,795,299	5,444,071
1948	21,589,040	41,295,434	655,686	63,540,160	66,738,436	8,772,822
1949	28,128,583	36,439,572	508,565	65,076,720	65,140,287	8,903,731
1950	36,678,352	47,102,627	641,987	84,422,966	78,598,174	3,050,301
1951	26,728,553	34,226,242	723,242	61,678,037	65,545,941	6,973,419
1952	24,106,077	45,457,870	740,954	70,304,901	74,341,140	11,251,074
1953*	33,105,694	45,798,234	808,599	79,712,527	81,454,605	13,043,713

Truck and Bus

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	1,877,011	3,168,347	871,712	5,917,070	5,915,954	1,030,999
1930	1,426,303	2,826,460	731,649	4,984,412	4,835,325	942,372
1931	1,217,988	2,771,043	563,757	4,552,788	4,362,255	750,513
1932	706,445	2,916,409	325,407	3,948,261	3,956,356	799,393
1933	1,455,575	3,356,675	375,223	5,187,473	5,327,777	901,250
1934	2,114,883	3,405,098	399,389	5,919,370	6,187,490	1,160,127
1935	2,199,903	3,369,883	566,358	6,136,144	6,106,052	1,141,684
1936	2,504,906	3,867,583	429,120	6,801,609	7,027,512	1,426,493
1937	2,297,847	3,708,893	550,188	6,556,928	6,813,015	1,638,474
1938	1,430,303	3,463,268	468,769	5,362,340	5,117,433	1,514,489
1939	2,465,303	4,551,237	671,956	7,688,496	7,679,777	1,557,012
1940	2,692,597	4,442,949	764,813	7,900,359	8,220,994	1,856,336
1941	4,924,615	5,776,145	902,790	11,603,550	11,148,278	1,270,933
1942	5,769,699	6,137,864	169,473	12,077,036	12,560,987	1,815,169
1943	6,045,703	7,941,218	153,800	14,140,721	12,802,789	751,238
1944	6,446,428	8,108,959	132,568	14,687,955	14,626,833	795,020
1945	4,868,993	11,016,111	282,028	16,167,132	16,324,121	862,664
1946	4,223,610	10,806,211	859,369	15,889,190	15,831,862	684,800
1947	5,411,521	10,013,994	1,648,396	17,073,911	17,754,837	1,505,221
1948	5,256,413	7,852,877	1,131,812	14,241,102	14,575,981	1,925,403
1949	3,455,781	7,026,115	958,420	11,440,316	11,228,440	1,734,456
1950	4,670,783	9,704,975	788,450	15,164,208	14,155,842	743,216
1951	5,424,030	10,385,636	954,018	16,763,684	17,859,036	1,791,367
1952	5,377,635	8,884,074	779,007	15,040,716	16,069,975	2,859,156
1953*	4,843,415	9,326,230	734,463	14,904,108	14,695,839	2,676,230

INNER TUBES — Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1944†	190,644	14,137,650	89,591	14,417,885	14,975,625	1,555,410
1945	1,114,505	23,385,741	158,031	24,658,277	25,710,742	2,247,325
1946	11,125,433	49,655,264	596,402	61,377,099	62,411,547	2,603,978
1947	19,688,340	39,772,191	1,192,313	60,652,844	65,011,725	6,119,098
1948	21,629,001	34,821,337	397,458	56,847,796	58,543,777	7,769,492
1949	28,095,248	26,647,426	333,741	55,076,415	56,437,987	8,876,530
1950	36,719,625	36,037,257	402,320	73,159,202	69,131,682	5,475,671
1951**	26,634,864	26,123,674	470,526	53,229,064	54,386,178	8,026,550
1952	24,155,175	27,560,622	497,143	52,212,940	53,549,988	9,616,668
1953*	33,156,339	30,155,283	430,571	63,742,193	63,502,292	9,363,166

Truck and Bus

	Original Equipment	Replacement	Export	Total	Production	Inventory
1944†	6,268,904	6,431,334	106,138	12,806,376	12,511,883	1,257,670
1945	4,873,005	10,519,860	253,104	15,645,969	16,030,899	1,380,156
1946	4,201,388	9,701,563	827,634	14,730,585	14,839,448	1,215,666
1947	5,357,219	6,787,727	1,290,352	13,435,298	14,168,846	1,940,217
1948	5,203,964	5,726,196	721,298	11,651,458	11,489,113	1,871,746
1949	3,425,293	4,802,394	553,599	8,781,286	8,676,233	1,780,631
1950	4,520,772	6,633,894	409,015	11,563,681	11,047,268	1,249,404
1951	5,516,560	6,160,149	600,727	12,277,436	12,862,707	2,067,908
1952	5,295,379	5,424,163	516,467	11,236,009	11,523,419	2,419,128
1953*	4,815,744	5,955,184	451,800	11,222,728	11,012,036	2,200,555

*Preliminary estimate. †1944 was the first year that a breakdown between truck and bus and passenger tube statistics was available.

**Includes motorcycle inner tubes beginning July 1, 1951.

NOTE: The above statistics represent an estimated 100% of the industry.

Source: Rubber Manufacturers Association.

GASOLINE PRICES AND TAXES, 1920-1953

Yearly Averages from 50 Representative Cities in the United States

	Tank Wagon (Ex. Tax)	Service Station (Ex. Tax)	Gasoline Taxes	Service Station (Inc. Tax)
1920	$ .2805	$ .2974	$ .0009	$ .2983
1921	.2409	.2611	.0020	.2631
1922	.2263	.2482	.0038	.2520
1923	.1866	.2106	.0091	.2197
1924	.1686	.1946	.0148	.2094
1925	.1746	.2009	.0211	.2220
1926*	.1744	.2097	.0241	.2338
1927	.1500	.1828	.0281	.2109
1928	.1483	.1790	.0304	.2094
1929	.1458	.1792	.0350	.2142
1930	.1248	.1616	.0379	.1995
1931	.0965	.1298	.0400	.1698
1932	.1008	.1330	.0463	.1793
1933	.0942	.1241	.0541	.1782
1934	.0981	.1364	.0521	.1885
1935	.0973	.1355	.0529	.1884
1936	.1021	.1410	.0535	.1945
1937	.1053	.1459	.0540	.1999
1938	.1004	.1407	.0544	.1951
1939	.0958	.1331	.0544	.1875
1940	.0908	.1275	.0566	.1841
1941	.0949	.1330	.0593	.1923
1942	.1044	.1446	.0597	.2043
1943	.1045	.1456	.0597	.2053
1944	.1049	.1462	.0597	.2059
1945	.1033	.1448	.0602	.2050
1946	.1040	.1469	.0608	.2077
1947	.1233	.1693	.0618	.2311
1948	.1455	.1954	.0634	.2588
1949	.1505	.2027	.0652	.2679
1950	.1510	.2008	.0668	.2676
1951	.1533	.2031	.0684	.2715
1952	.1527	.2024	.0732	.2756
1953	.1595	.2128	.0741	.2869

*1926 and subsequent are "Posted Dealer Tank Wagon" prices.

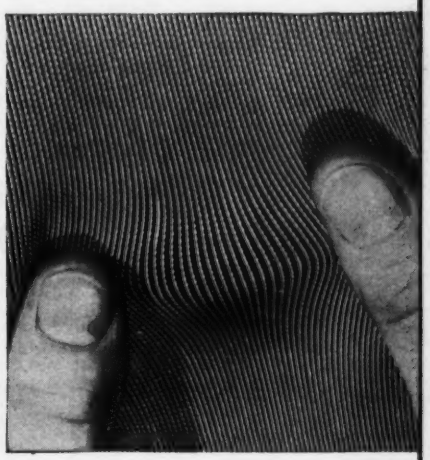
Source: Am. Pet. Inst.

B.F. Goodrich Silvertown

"Rythm Ride" gives car owners more comfort, safety, mileage

HERE'S WHITEWALL BEAUTY THAT'S UNMARRED by lettering on the white sidewall band—it's perfectly smooth all around. This exclusive feature makes the tire easy to clean, easy to keep clean. White sidewalls are made of specially compounded rubber that resists checking and cracking. They stay white longer. An impartial consumer panel ranked the design tops in appearance.

"RYTHMIC-FLEXING CORDS" MAKE THE DIFFERENCE



HERE'S THE PROOF. The picture at the left shows what most tire cords look like. Because cross threads tie cords together, they bunch or gap—work out of rythm. Some work too hard, others are "slackers". Overstrained cords wear out too soon. Weak spots develop that invite trouble. But BFG Silvertown tires have "rythmic-flexing cords" that work in rythm. There are no cross threads. BFG cords flex in perfect unison. Every cord shares the load for greater comfort, safety, mileage.

HERE'S HOW IT'S MADE. Hundreds of spools of individual cords are assembled in the Creel Room at the BFG plant. The cords wind their way through this intricate machinery—each held uniformly taut and parallel without cross threads. They then travel through an adhesive rubber bath and are formed into plies. Since the penetration of the adhesive is uniform throughout the entire length of the cord, each cord carries its share of the load.

B.F. Goodrich—A GOOD NAME TO LINK WITH YOUR OWN

United States Exports of Passenger Cars and Chassis from 1935-1953

	Under $850		$850-$1,200		$1,200-$2,000		Over $2,000		Total	
Year	Units	Value	Units	Value	Units	Value	Units	Value	Units	Value
1935....	161,535	$ 81,867,580	8,759	$ 8,304,968	1,463	$2,224,426	815	$2,113,783	172,572	$ 94,510,757
1936....	165,501	86,788,566	11,758	11,238,283	1,817	2,722,621	881	2,274,784	179,957	103,024,254
1937....	208,409	111,871,549	17,742	16,780,291	2,397	3,648,664	938	2,514,221	229,486	134,814,725
1938....	141,305	78,341,388	17,353	16,734,848	2,356	3,500,441	598	1,566,534	161,612	100,143,211
1939....	122,444	68,359,398	13,008	12,399,486	2,057	2,968,351	357	931,166	137,866	84,658,401
1940....	76,670	44,753,019	10,567	9,989,458	1,390	1,992,036	179	519,224	88,806	57,253,737
1941....	62,285	38,855,637	16,387	15,625,041	2,517	3,527,239	557	2,694,731	81,746	60,702,648
1942....	6,127	4,348,157	6,947	6,930,128	639	924,390	238	997,069	13,951	13,199,744
1943....	640	410,758	739	736,968	587	876,062	122	396,718	2,092	2,424,583
1944....	31	21,539	490	564,164	875	1,443,190	253	755,540	1,654	2,791,252
1945....	468	373,576	426	421,159	241	409,243	71	243,398	1,206	1,447,376
1946*...	.....	.....	.....	.....	.....	.....	...	.....	116,994	122,500,568
1947....	.....	.....	.....	.....	.....	.....	...	.....	266,795	335,330,258
1948....	.....	.....	.....	.....	.....	.....	...	.....	217,305	279,837,012
1949....	.....	.....	.....	.....	.....	.....	...	.....	140,211	205,074,032
1950....	.....	.....	.....	.....	.....	.....	...	.....	125,987	186,177,925
1951....	.....	.....	.....	.....	.....	.....	...	.....	223,528	347,384,979
1952....	.....	.....	.....	.....	.....	.....	...	.....	141,026	243,976,057
1953....	.....	.....	.....	.....	.....	.....	...	.....	154,459	276,020,378

*Classification combined into one in1946. Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.

U.S. Exports of Passenger Cars (New) 1950-1953

	1950 Number	1950 Value	1951 Number	1951 Value	1952 Number	1952 Value	1953 Number	1953 Value
January	8,078	$ 11,412,822	11,849	$ 17,555,021	8,797	$ 14,405,724	13,817	$ 25,085,080
February	8,016	11,547,403	18,239	27,637,855	13,823	23,139,063	15,663	27,301,405
March	7,420	10,834,678	20,079	34,016,627	15,834	27,116,944	15,045	28,028,403
April	6,202	8,731,458	23,989	37,316,652	16,611	28,833,301	16,488	30,529,162
May	8,024	11,953,569	23,666	37,509,935	23,666	37,509,935	16,179	29,220,914
June	12,284	18,297,771	22,063	35,425,883	13,050	22,841,989	13,976	25,569,830
July	11,914	17,655,205	20,103	31,928,657	10,558	18,817,779	12,911	23,425,047
August	10,570	15,855,579	19,039	30,143,517	6,615	11,779,073	11,541	20,080,350
September	10,208	15,212,133	18,503	28,846,421	10,317	18,229,683	10,073	17,082,175
October	11,510	17,173,320	11,223	17,648,021	9,128	15,648,820	8,663	14,726,694
November	12,938	20,061,033	13,715	21,886,571	8,717	14,721,053	9,687	16,929,473
December	10,554	16,805,976	9,708	15,775,423	9,122	16,372,505	10,416	18,028,845
Total	119,719	$178,550,596	212,176	$335,690,583	141,026*	$243,976,057*	154,459*	$276,020,378*

Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.
*Total includes revisions not shown in the monthly figures.

1950-1953 U.S. Exports of Trucks Buses — New

	1950 Number	1950 Value	1951 Number	1951 Value	1952 Number	1952 Value	1953 Number	1953 Value
January	6.039	$ 10,399,700	15,961	$ 26,638,759	12,692	$ 24,987,471	12,782	$ 23,639,303
February	9,390	14,929,010	14,908	24,651,235	16,387	33,260,870	11,838	22,759,661
March	8,894	14,087,933	18,915	32,173,315	17,212	34,954,594	11,742	24,683,358
April	9,507	14,826,893	17,293	31,038,727	14,923	31,215,740	11,857	22,438,316
May	10,720	16,669,283	18,744	32,772,276	14,553	30,689,680	11,857	22,831,599
June	11,885	22,556,403	16,140	30,232,014	15,024	29,602,339	8,112	17,109,487
July	11,793	19,907,829	17,491	32,050,432	11,856	23,843,656	9,807	19,124,833
August	12,549	21,007,988	20,609	36,443,689	6,840	16,513,008	12,540	24,903,481
September	11,282	19,730,809	20,240	35,196,453	9,304	19,966,007	12,240	24,935,683
October	10,368	17,014,619	14,003	26,011,759	12,418	24,639,686	10,769	22,521,714
November	13,339	20,982,200	20,351	37,580,045	12,823	23,849,568	10,290	21,675,412
December	11,992	21,453,428	19,891	39,700,852	11,426	22,952,488	10,438	21,731,580
Total	130,176	$216,029,884	214,546	$384,485,356	156,233*	$317,380,925*	134,272*	$268,354,427*

Source: Automotive Div., Business and Defense Services Adm., Dept., of Com., Wash., D. C.
*Total includes revisions not shown in the monthly figures.

U.S. Imports of Trucks and Buses 1940-1953

	Trucks Valued $1,000 or More Each		Truck & Bus Chassis — $750 or More Each		Truck Bodies Valued $250 or More Each	
	No.	Value	No.	Value	No.	Value
1940	...	$	...	$	...	$ .....
1941	3	4,607	...	.....	...	.....
1942	26	205,214	1	800	...	.....
1943	50	75,438	9	13,500	...	.....
1944	26	81,876	1	1,845	...	.....
1945	4	5,451	1	756	...	.....
1946	8	11,711	7	8,328	...	.....
1947	18	28,521	4	6,543	...	.....
1948	423	520,007	261	219,537	...	.....
1949	458	605,857	57	78,358	...	.....
1950	65	143,339	16	15,331	36	24,776
1951	182	320,971	67	87,658	20	13,080
1952	348	555,944	133	252,155	8	11,377
1953	279	439,168	58	103,047	64	64,631

Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.

Items Per Repair Order . . .

Auto Dealer Service Volume, 1941-'53

	'41	'42	'43	'44	'45	'46	'47	'48	'49	'50	'51	'52	'53
Lubrications	31.5	26.4	22.3	21.4	19.5	18.	22.	27.6	30.5	32.5	27.7	25.7	27.6
Oil Changes	16.7	14.3	15.5	15.	14.5	13.5	17.2	20.5	22.3	23.4	20.7	19.4	20.7
Wash-Polish	8.9	7.2	6.4	5.4	6.3	5.4	9.5	10.4	10.	9.8	7.6	6.5	6.6
Minor Motor	43.7	46.8	50.	51.5	47.	47.5	47.4	47.9	47.3	45.2	39.5	33.9	39.6
Major Motor	5.5	8.	11.6	14.8	18.9	16.6	15.5	14.1	9.	7.2	6.5	7.0	7.1
Brake Work	11.5	12.	12.3	13.7	15.9	14.	13.2	13.6	12.4	12.2	11.1	10.9	11.4
Chassis	16.6	20.	19.2	18.4	19.	18.4	17.3	17.9	17.5	17.4	16.5	16.8	17.1
Body & Paint	16.	12.5	11.9	11.5	12.7	12.2	12.5	13.2	12.3	12.3	10.5	9.7	10.7
Items per Repair Order	1.50	1.47	1.50	1.51	1.58	1.45	1.55	1.65	1.61	1.60	1.40	1.35	1.5

A study of the service department breakdown of over a million repair orders—starting with 1941, which was a high new-car sales year, through the war period and including 1952—shows how new-car sales and lack of selling needed services have affected the number of times that each departmental service appears on franchised dealer shop orders. Only two services are more in demand today than in 1941.

(Courtesy John E. Wolf Co.)

United States Exports—1953

	1953 Units	1953 Value
MOTOR TRUCKS:		
Gasoline—(New)—Commercial:		
5,000 lbs. GVW and under	46,598	$57,619,802
5,001 to 10,000 lbs. GVW	24,122	37,961,250
10,001 to 14,000 lbs. GVW	7,280	12,773,929
14,001 to 16,000 lbs. GVW	29,952	54,903,730
16,001 to 19,500 lbs. GVW	8,833	22,729,513
19,501 GVW and over	8,713	38,873,687
Diesel and Semi-Diesel—(New)—Commercial:		
19,500 lbs. GVW and over	524	1,986,059
19,501 lbs. GVW and over	1,389	14,457,825
MOTOR BUSES and BUS CHASSIS—(New)—Commercial:		
Gasoline	5,513	16,006,960
Diesel and Semi-Diesel	463	6,505,152
Motor Trucks, Buses and Chassis—(Used)—Commercial	5,952	5,318,698
PASSENGER CARS AND CHASSIS:		
NEW, non-military	154,459	276,020,378
USED, non-military	4,282	6,302,157
SPECIAL PURPOSE VEHICLES:		
Maintenance and Repair—New:		
Special Purpose N.E.C.—New	885	4,536,520
Used Commercial Special Purpose	136	240,794
TRAILERS—Truck or Truck-Tractor Type Capacity 5 Tons and Over	1,930	7,551,484
TRAILER PARTS:		
PARTS AND ACCESSORIES specifically ordered and invoiced as original equipment for passenger, commercial, and military vehicles previously shipped	....	3,199,013
PARTS FOR AUTOMOBILES, TRUCKS AND BUSES—Commercial Type		
Engines for Assembly:		
Motor Truck and Bus Engines:		
Diesel and Semi-Diesel	335	450,263
Gasoline, Gas and Kerosene	18,730	4,515,223
Passenger Car Engines	33,390	4,501,110
Engines for Replacement:		
Diesel and Semi-Diesel	719	1,461,859
Gasoline, Gas and Kerosene	24,443	7,848,851
Bodies:		
Bodies, Truck and Bus for Assembly	5,628	4,028,781
Bodies, Truck and Bus for Replacement	1,359	761,809
Bodies, Automobile for Assembly	365	136,362
Bodies, Automobile for Replacement	95	23,901
Knee-Action Springs—Replacement (Pounds)	1,813,460	427,310
Leaf Springs and Spring Leaves—Replacement (Pounds)	18,189,136	3,618,372
Shock Absorbers and Specially Fabricated Parts, N.E.C.—Replacement	.....	3,243,796
Motor Vehicle Instruments, N.E.C. and specially Fabricated Parts for Replacement	.....	775,748
Parts and Accessories, N.E.C. Specially Fabricated for Assembly	.....	183,305,589
Parts, N.E.C. Specially Fabricated for Spares, Replacement or Manufacture Into Larger Components (Except Accessories)	.....	157,716,907
Accessories, N.E.C. for Passenger Cars, Trucks, Buses and Trailers—Non-Military:		
Heaters, Air Conditioners and Specialty Fabricated Parts	.....	2,233,057
Automobile Accessories, N.E.C. and Specially Fabricated Parts	.....	5,667,663
AUTOMOBILE, TRUCK, BUS AND TRUCK-TRACTOR SERVICE APPLIANCES, N.E.C.	.....	10,389,873
MILITARY Automobiles, Trucks, Buses, Trailers, Parts, Accessories, and Service Equipment, and Maintenance and Repair Trucks, Commercial, New	.....	452,797,023
PNEUMATIC TIRES AND CASINGS—New and Used:		
Truck and Bus Casings	742,560	36,871,485
Passenger Car and Motorcycle Casings	787,548	9,804,218
Off-the-Road Casings	124,286	13,346,273
Farm Tractor Casings	53,796	2,268,614
Farm Implement Casings	26,543	419,275
Inner Tubes:		
Passenger Car	349,058	681,918
Truck and Bus	467,718	2,423,433
Other Inner Tubes (Except Passenger Car, Truck, Bus and Aircraft)	254,992	601,155
Solid and Cushion Tires—New and Used:		
Truck and Industrial	28,593	446,014
Tire Sundries and Repair Material:		
Camelback (Pounds)	7,940,725	2,339,553
Other (Pounds)	3,896,347	3,314,757
BRAKE LINING AND CLUTCH FACES:		
Brake Linings: Molded and Semi-Molded (Pounds)	3,917,441	3,450,282
Woven (Linear Feet)	447,598	355,814
Clutch Facing: Molded, Semi-Molded and Woven	1,241,409	900,725
Brake Blocks: Molded, Semi-Molded and Woven (Pounds)	433,738	462,640
PORTABLE ELECTRIC TOOLS AND PARTS	151,634	4,235,334
SPARK PLUGS, Automobile, Bus, Tractor-Truck and Industrial Engine	12,408,577	3,712,760
STARTING, LIGHTING AND IGNITION EQUIPMENT—Automotive Type	.....	24,644,062
BATTERIES, Storage, 6 and 12 Volt	406,916	6,603,430
AIR COMPRESSOR—Stationary:		
Capacity Not Over 25 Cu. Ft.	9,211	2,160,288
Capacity Not Over 25 Cu. Ft.	2,916	7,862,507
FARM TRACTORS:		
Wheel Type Tractors:		
Row-Crop Type—New:		
8 Under 15 Belt H.P.	1,250	873,869
15 Under 25 Belt H.P.	5,701	6,347,899
25 Under 30 Belt H.P.	9,868	12,074,452
30 Under 35 Belt H.P.	4,475	6,479,752
35 and Over Belt H.P.	6,597	14,108,842
Standard Wheel Type Tractors—New:		
8 Under 20 Belt H.P.	383	398,948
20 Under 25 Belt H.P.	416	523,306
25 Under 35 Belt H.P.	6,362	9,268,572
35 Under 45 Belt H.P.	4,910	9,533,070
45 and Over Belt H.P.	12,361	31,573,727
Wheel Type Tractors, Used and Rebuilt	995	666,307
Lubrication Equipment, N.E.C. and Specially Fabricated Parts	.....	4,855,207
Measuring and Dispensing Pumps	13,391	2,919,110
MOTORCYCLES:		
Under 300 Lbs. Net Weight	134	54,418
300 Lbs. and Over Net Weight	1,309	1,075,514
Motorcycle Parts	.....	677,552

Source: Automotive Div., Business and Defense Services Adm., Dept. of Comm., Wash., D.C.

New 1954 facts on Automotive buying habits

Here are new facts about the market for automobiles and allied products in the Milwaukee area . . . just put together from information obtained since January 1, from car owners themselves.

The Milwaukee Journal 1954 Consumer Analysis reports on:

AUTOMOBILE OWNERSHIP

Number and per cent of families owning cars

Make and model of car

Bought new or used

Number of families owning more than one car

Make and model of second car owned

Families planning to buy a car in 1954, and whether new or used

BRAND PREFERENCE

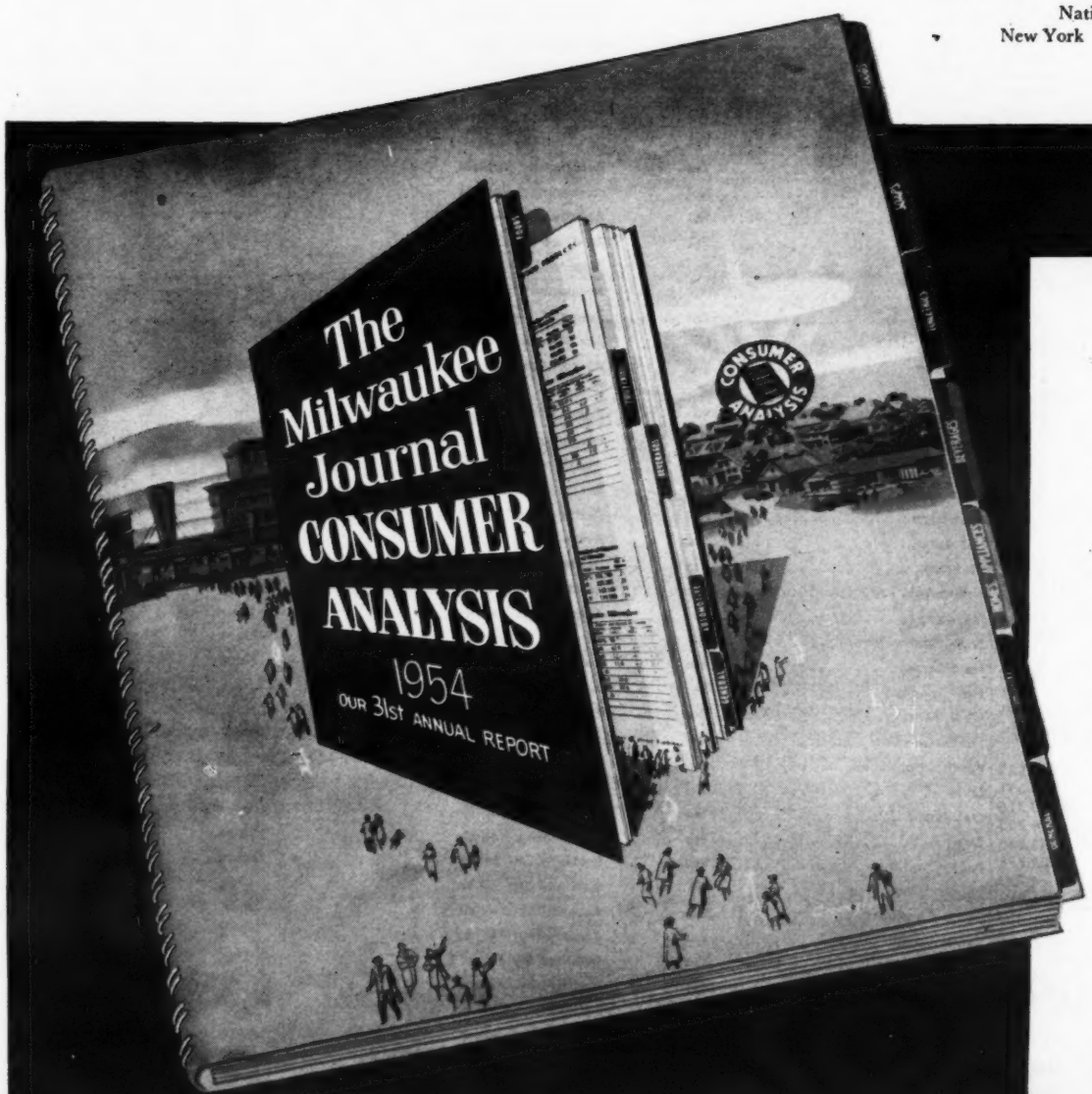
For tires, spark plugs, gasoline, motor oil, additives for motor oil, anti-freeze.

If you have anything to do with the sales or advertising of automobiles or any of the allied products mentioned above, the Consumer Analysis can be valuable in your planning.

Copies are available from the National Advertising Department, or our national representatives.

THE MILWAUKEE JOURNAL

National Representatives, O'Mara & Ormsbee, Inc.
New York Chicago Detroit Los Angeles San Francisco



Why Milwaukee is A BETTER Automobile Market

INCOME per family in Milwaukee tops all but three of the 25 largest U. S. metropolitan areas, according to the U. S. census.

ADVERTISING RESPONSE. In each of the past four years, The Milwaukee Journal published more advertising than any other newspaper in the nation. Each year it is among the top ten in automotive advertising.

COVERAGE: The Journal is read by 95% of all new car buyers in the Milwaukee metropolitan area, and by most of the buyers throughout Wisconsin.

LOW COST SELLING: In addition to thorough one-paper coverage, The Journal offers an advertising rate per 1,000 circulation which is 20% lower than the average for newspapers of comparable size.

United States Imports—1953

	Units	Dollars
TRUCKS VALUED AT $1,000 OR MORE EACH:		
Canada	200	350,464
Mexico	4	6,426
United Kingdom	67	73,399
West Germany	8	8,879
TOTAL	279	439,168
TRUCK AND BUS CHASSIS VALUED AT $750 OR MORE EACH:		
Canada	57	95,752
United Kingdom	1	7,295
TOTAL	58	103,047
TRUCK BODIES VALUED AT $250 OR MORE EACH:		
Canada	8	34,605
Mexico	1	308
United Kingdom	55	29,718
TOTAL	64	64,631
MOTOR BUSES AND BODIES:		
Canada	13	46,578
West Germany	1	1,447
TOTAL	14	48,025
BODIES—OTHER AUTOMOBILES:		
Canada	1	145
United Kingdom	15	17,003
France	2	801
Italy	61	218,586
TOTAL	79	236,535
AUTOMOBILES, OTHER—(New):		
Canada	35	53,668
Mexico	1	1,445
Sweden	1	1,644
Denmark	1	3,790
United Kingdom	26,640	36,375,272
Netherlands	4	8,627
Belgium & Luxembourg	15	28,861
France	273	388,339
West Germany	2,222	3,925,962
Switzerland	1	2,590
Spain	5	44,274
Portugal	1	1,047
Italy	303	1,214,905
India	1	1,000
Austria	1	2,000
Australia	1	2,530
TOTAL	29,505	42,055,954
AUTOMOBILES, OTHER—(Used):		
Canada	200	154,358
Mexico	10	13,185
Cuba	1	1,950
Venezuela	1	1,900
Sweden	3	5,100
Norway	1	848
Denmark	4	3,520
United Kingdom	429	521,635
Netherlands	15	17,685
Belgium & Luxembourg	8	16,615
France	99	168,658
West Germany	46	71,091
Austria	1	2,000
Spain	1	600
Portugal	1	1,500
Italy	40	87,747
Free Territory of Trieste	1	1,750
Greece	1	700
French Morocco	1	670
TOTAL	863	1,071,511
SPARK PLUGS:		
United Kingdom	304,714	71,631
France	10	6
West Germany	33,014	6,576
TOTAL	337,738	78,213
AUTOMOBILE PARTS, EXCEPT TIRES, INNER TUBES, GLASS, AND SPARK PLUGS:		
Canada		5,705,984
Mexico		7,693
Bahamas		336
Brazil		1,300
Sweden		883
Denmark		10
United Kingdom		2,467,874
Netherlands		2,236
Belgium & Luxembourg		960
France		88,158
West Germany		253,741
Switzerland		64,065
Spain		1,684
Italy		148,490
India		151
Japan		5,443
Australia		2,341
Austria		1,126
TOTAL		8,752,475
MOTORCYCLES:		
Canada	8	985
Sweden	4	851
United Kingdom	5,752	2,213,716
Netherlands	28	6,735
France	85	8,816
West Germany	2,411	522,774
Austria	18	4,712
Italy	6,261	945,987
French Morocco	1	350
Czechoslovakia	10	2,242
Switzerland	1	910
East Germany	4	385
TOTAL	14,583	3,708,463
MOTORCYCLE PARTS:		
Canada		473
Sweden		25
United Kingdom		647,265
Netherlands		545
France		476
West Germany		64,539
Austria		342
Czechoslovakia		3,584
Italy		114,754
Japan		1,740
Belgium & Luxembourg		2,123
East Germany		206
TOTAL		836,072

Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.

How They Fared

New-Car Sales

Feb. vs. Jan. '54

	Pct. Change
TOTAL MARKET	+ 8.45
Cadillac	+99.10
Oldsmobile	+51.04
Buick	+40.60
Ford	+12.74
Chevrolet	+ 8.70
Lincoln	+ 3.03
Pontiac	+ 2.58
Kaiser	— 2.09
Mercury	— 3.34
Nash	— 4.88
Dodge	— 5.24
Willys	— 5.63
Chrysler	— 6.22
Packard	— 9.18
Studebaker	—10.64
Plymouth	—12.12
DeSoto	—13.18
Hudson	—24.48
Henry J	—25.63
* * *	
General Motors	+18.72
Ford Motor Co.	+ 8.95
Chrysler	—10.06

New-Car Sales Boxscore . . .

Ford vs. Chevrolet

POSTWAR

FORD New-Car Sales	FORD Pct. Share of Market	Year	CHEVROLET Pct. Share of Market	CHEVROLET New-Car Sales
1,116,267	19.45	1953	23.39	1,342,480
732,481	17.62	1952	20.50	852,542
862,309	17.04	1951	21.08	1,067,042
1,166,118	18.43	1950	22.45	1,420,399
806,766	16.68	1949	21.32	1,031,466
486,888	13.95	1948	20.33	709,609
532,646	16.82	1947	20.23	640,709
326,822	18.01	1946	18.16	329,601
753,787	17.25	8-Year Average	20.93	924,231
		PREWAR		
602,013	16.14	1941	23.59	880,346
542,755	15.89	1940	24.99	853,529
481,496	18.15	1939	22.57	598,834
363,688	19.23	1938	24.55	464,337
765,933	21.99	1937	22.05	768,040
748,554	21.99	1936	27.32	930,250
826,519	30.12	1935	23.93	656,698
530,528	28.09	1934	28.32	534,906
607,686	21.45	8-Year Average	24.67	710,868

Title, License Plate, Sales and Use Tax Information Pertaining to Motor Vehicles in Various States

(As of April 1, 1954)

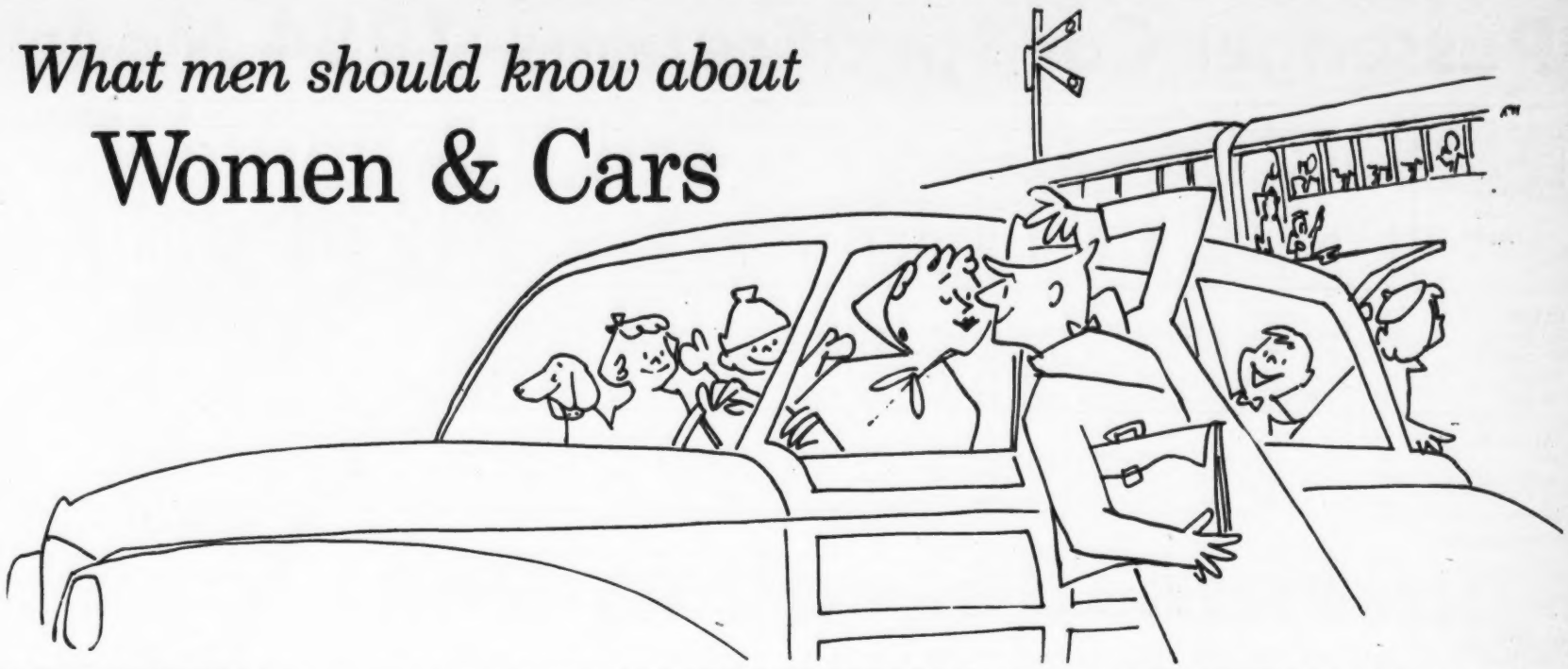
STATE	Certificate of Title	Disposition of License Plates	Sales Tax	Use Tax on Out of State New Car Purchase
Alabama	No	Accompany Vehicle	1%	1%
Arizona	Yes	Accompany Vehicle	2%	None
Arkansas	Yes	Accompany Vehicle	2%	2%
California	Yes	Accompany Vehicle	3%	3%
Colorado	Yes	Retained by Seller	2%	2%
Connecticut	No	Cancelled by Sale	3%	3%
Delaware	Yes	Accompany Vehicle#	None	None
District of Columbia	Yes	Retained by Seller	Excise 2%	Excise 2%
Florida	Yes	Accompany Vehicle	On Accessories	None
Georgia	No	Accompany Vehicle	3%	None
Idaho	Yes	Accompany Vehicle	None	None
Illinois	Yes	Retained by Seller	2%	None
Indiana	Yes	Retained by Seller	None	None
Iowa	No	Accompany Vehicle	Use 2%	2%*
Kansas	Yes	Retained by Seller	2%	2%*
Kentucky	No	Accompany Vehicle	Use 3%	3%
Louisiana	Yes	Accompany Vehicle	Use 2%	2%*
Maine	No	Retained by Seller	2%	2%
Maryland	Yes	Retained by Seller	Excise 2%	Excise 2%
Massachusetts	No	Retained by Seller	None	None
Michigan	Yes	Accompany Vehicle	3%	3%*
Minnesota	No	Accompany Vehicle	None	None
Mississippi	No	Accompany Vehicle	2%	2%
Missouri	Yes	Retained by Seller	2%	None
Montana	Yes	Accompany Vehicle	⅜ to 1½%	⅜ to 1½%
Nebraska	Yes	Retained by Seller	None	None
Nevada	Yes	Accompany Vehicle	None	None
New Hampshire	No	Retained by Seller	None	None
New Jersey	Yes	Retained by Seller	None	None
New Mexico	Yes	Accompany Vehicle	2%	1%*
New York	No	Retained by Seller	None	None
North Carolina	Yes	Accompany Vehicle	3% (Max. $15)	3% (Max. $15)
North Dakota	Yes	Accompany Vehicle	2%	2%
Ohio	Yes	Retained by Seller	3%	3%
Oklahoma	Yes	Accompany Vehicle	Excise 2%	Excise 2%
Oregon	Yes	Accompany Vehicle	None	None
Pennsylvania	Yes	Retained by Seller	None	None
Rhode Island	No	Retained by Seller	2%	2%
South Carolina	No	Accompany Vehicle	3% (Max. $75)	None
South Dakota	Yes	Accompany Vehicle	2%	2%
Tennessee	Yes	Retained by Seller	2%	2%
Texas	Yes	Accompany Vehicle	1 1/10 %	1 1/10 %
Utah	Yes	Cancelled by Sale	2%	2%
Vermont	No	Retained by Seller	None	None
Virginia	Yes	Retained by Seller	None	None
Washington	Yes	Accompany Vehicle	3%	3%
West Virginia	Yes	Retained by Seller	Privilege 2%	Privilege 2%
Wisconsin	Yes	Retained by Seller	None	None
Wyoming	Yes	Retained by Seller	2%	2%

Or seller may retain same plate—fee $5.

* Use Tax not required if equivalent Sales Tax was paid in State of Purchase.

Compiled by the Chicago Automobile Trade Association.

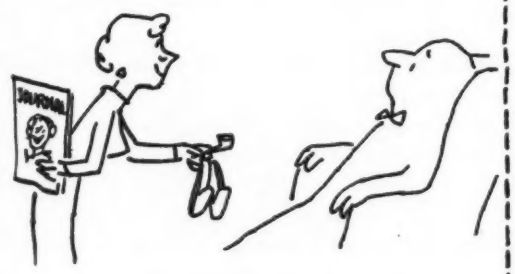
What men should know about Women & Cars



1. To a woman there's more to a car than surging horsepower. It's something she *uses*—to accomplish something else. A shopping cart, school bus, taxi, family loge at the Drive-in.

2. Because a woman's view of a car is functional, *she* is likely to be the one who demands improvements like automatic transmissions, power brakes, power steering and seats that rise up as mysteriously as a dentist's chair.

3. But don't expect her to listen reverently to talk about hydraulic torque converters. She wants information on cars—but she wants it in her own language—and in the advertising pages of her *own* magazine.



4. Never underestimate the power of a woman in choosing a car. You know the mighty influence she has on the purchase of a car these days. Did you also know that among families buying new cars, almost *half* the women read the Journal?

5. Ladies' Home Journal never did suggest putting potted petunias in the rear car window. But as a source of new ideas on practically everything under the sun, the Journal is now bought by more than 5,000,000 women.

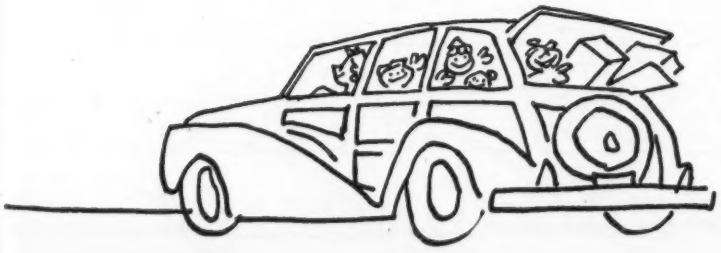
What men should know about
Women and Advertising

Unless your advertising speaks to her in a medium that she responds to as a woman—you might as well whisper in a wind tunnel. In the Journal you have her total attention. The Journal knows what interests a woman, and knows how best to talk to her about her interests. Which accounts for these figures:

At a 35¢ newsstand price, the Journal's circulation is now over 5,000,000 per issue.

On the newsstands the Journal outsells every other magazine that carries advertising.

Never underestimate the power of the magazine women believe in . . .



Ladies' Home
Journal

A CURTIS PUBLICATION

Passenger Car Specifications—1954 Models

Make and Model	Dimensions										Engine					Capacity		Drive Unit		Chassis			
	Wheelbase (in.)	Unladen Weight (lbs.)	Headroom (in.) (front seat to headliner)	Legroom (in.) (floor to seat back)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Min. Road Clearance (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Compression Ratio	Maximum BHP at RPM	Car Weight Per Horsepower	Maximum Torque (in ft. lbs.) at RPM	Gasoline Tank (gals.)	Cooling System (qts.) (minus heater)	Axle Ratio (standard trans.)	Optional Drives Available	Effective Brake Area (sq. in.)	Power Brakes	Power Steering	Turning Circle (dia. in ft.)
BUICK																							
40 Special	122	3714	35.6	42.3	206.3	76.8	60.5	6.5	59.0	59.0	V8 ohv	7.2	143 @ 4200	26.0	228 @ 2400	19	16.5	3.9	A	184.6	O	O	42.9
60 Century	122	3786	35.6	42.3	206.3	76.8	60.5	6.5	59.0	59.0	V8 ohv	8.0	195 @ 4100	19.4	302 @ 2400	19	16.5	3.9	A	207.5	O	O	42.9
50 Super	127	4105	36.6	43.3	216.8	79.9	62.4	6.5	59	62.2	V8 ohv	8.0	177 @ 4100	23.2	295 @ 2000	19	16.5	3.9	A	207.5	O	O	43.0
70 RM	127	4250	35.9	43.4	216.8	79.9	62.6	6.7	59	62.2	V8 ohv	8.5	200 @ 4100	21.3	309 @ 2400	19	18.5	—	A(S)	219.0	S	S	43.0
CADILLAC																							
62	129	—	34.0	43.2	216.4	80.0	62.1	6.15	60	63.1	V8 ohv	8.25	230 @ 4400	—	330 @ 2700	20	19.75	—	A(S)	211.55	O	S	45.0
60 Special	133	—	35.8	43.3	227.4	80.0	62.1	6.15	60	63.1	V8 ohv	8.25	230 @ 4400	—	330 @ 2700	20	19.75	—	A(S)	211.55	O	S	46.3
75	149.8	—	36.7	43.3	237.1	80.0	63.9	6.76	60	63.1	V8 ohv	8.25	230 @ 4400	—	330 @ 2700	20	19.75	—	A(S)	211.55	O	S	52.7
CHEVROLET																							
150	115	3210	35.8	42.7	196	75	63⅛	7.0	56	58	inl 6	7.5	115 @ 3700	27.9	200 @ 2000	16	16	3.70	A	158	O	O	38
210	115	3230	35.8	42.7	196	75	63⅛	7.0	56	58	inl 6	7.5	125 @ 4000	25.8	200 @ 2000	16	16	3.7	A	158	O	O	38
Bel Air	115	3255	35.8	42.7	196	75	63⅛	7.0	56	58	inl 6	7.5	125 @ 4000	26	200 @ 2000	16	16	3.55	A	158	O	O	38
CHRYSLER																							
Windsor	125½	3685	36.5	43.5	215⅝	77½	62½	7⅝	56	59	inl 6 L	7.0	119 @ 3600	30.2	218 @ 1600	17	15	3.9	A	201	OS	O	42.1
New Yorker	125½	3955	36.5	43.5	215⅝	77½	62¾	7⅞	56	59	V8 ohv	7.5	235 @ 4400	17	330 @ 2600	20	25	—	A(S)	201	S	O	42.1
N. Y. Deluxe	125½	4060	36.5	43.5	215⅝	77½	62¾	7⅞	56	59	V8 ohv	7.5	235 @ 4400	17.3	330 @ 2600	20	25	—	A(S)	201	S	O	42.1
Cus. Imperial	133.5	4345	36.5	44.5	223	77¾	63	7½	57	60	V8 ohv	7.5	235 @ 4400	18.5	330 @ 2600	20	25	—	A(S)	201	S	O	—
Crown Imperial	145.5	—	39.5	46	236⅜	82⅛	68¾	8½	57⅞	66	V8 ohv	7.5	235 @ 4400	—	330 @ 2600	20	25	—	A(S)	210	—	S	—
DeSOTO																							
Powermaster	125½	—	36.2	44	214½	77⅝	62½	7	56	59	inl 6 L	7.0	116 @ 3600	—	208 @ 1600	17	15	3.9	A O	201	O	O	41.5
Firedome	125½	—	36.2	44	214½	77⅝	62½	7	56	59	V8 ohv	7.5	170 @ 4400	—	255 @ 2400	17	22	3.73	A O	201	O	O	41.5
DODGE																							
Mdbk. & Cor. 6	119	3195	36.3	44	205.5	73.5	62	7½	56	59	inl 6 L	7.25	110 @ 3600	29.0	190 @ 1600	17	15	3.9	A O	158	O	O	—
Royal & Cor.	119	3405	36.3	44	196	73.5	61	7.3	56	59	V8 ohv	7.5	150 @ 4400	22.7	222 @ 2400	17	20	3.73	A O	173½	O	O	—
FORD																							
ML & CL 6	115.5	3174	35.4	42.8	198.3	74.2	62.3	6.6	58	56	inl 6 ohv	7.2	115 @ 3900	27.6	193 @ 2200	17	15	3.9	A O	173.5	O	O	41.18
ML & CL 8	115.5	3271	35.4	42.8	198.3	74.2	62.3	6.6	58	56	V8 ohv	7.2	130 @ 4200	25.2	214 @ 2200	17	20	3.9	A O	173.5	O	O	41.18
HENRY J																							
Corsair 4	100	2405	35.4	43.4	181	69	59.7	7.5	54	54	4 L	7.0	68 @ 4000	37.4	109 @ 1800	13	11.8	4.27	O	132	—	—	35
Corsair Del. 6	100	2455	35.4	43.4	182.2	69	59.7	7.5	54	54	inl 6 L	7.0	80 @ 3800	30.7	133 @ 1600	13	10.5	4.10	O	132	—	—	35
HUDSON																							
Jet - Super Jet	105	2725	36.3	41.8	180.6	67	60.8	—	54	52	inl 6 L	7.5	104 @ 4000	26.2	158 @ 1400	15	15	4.1	O A	132	—	—	40.4
Wasp	119.8	3440	36.5	43.2	201.5	77.6	60.4	6.1	58.5	55.5	inl 6 L	7.0	126 @ 4400	27.3	178 @ 2400	20	18.5	4.09	O A	140	O	O	41.6
Super Wasp	119.8	3525	36.5	43.2	202.9	77.6	60.4	6.1	58.5	55.5	inl 6 L	7.0	140 @ 4000	25.1	214 @ 1600	20	18.5	4.09	O A	158.7	O	O	41.6
Hornet	123.8	3620	36.5	43.2	208.8	77.6	60.4	6.1	58.5	55.5	inl 6 L	7.5	160 @ 3800	22.6	264 @ 1800	20	18.5	4.09	O A	158.7	O	O	43.1
KAISER																							
Manhattan	118.5	3375	35.7	45.3	215.6	74.8	60.2	7	58	58.7	inl 6 L	7.3	140 @ 3800	24.1	215 @ 2600	17	12.5	3.91	O A	176	—	O	38
Special	118.5	3210	35.7	45.3	215.6	74.8	60.2	7	58	58.7	inl 6 L	7.3	118 @ 3650	27.2	200 @ 1800	17	12.5	3.91	O A	176	—	O	38
LINCOLN																							
Cosmo. & Capri	123	—	35.5	44.3	214.8	77.4	62.7	7.4	58.5	58.5	V8 ohv	8.0	205 @ 4200	—	305 @ 2300	20	22.5	—	A	220.6	O	O	45.7
MERCURY																							
Cus. & Mont.	118	—	35.4	42.8	203.7	74.4	62.2	6.3	58	56	V8 ohv	7.5	161 @ 4400	—	238 @ 2800	19	19	3.91	O A	159	O	O	40.9
NASH																							
Rambler 2-dr.	100	2550	36.5	44	185.4	73.5	59	—	53.4	53	inl 6 L	7.2	85 @ 3800	30	150 @ 1600	20	11	3.77	O A	92.1	—	—	42.9
4-dr.	108	2650	36.5	44	193.4	73.5	59.4	—	53.4	53	inl 6 L	7.3	90 @ 3800	29.4	150 @ 1600	20	11	3.77	O A	104.3	—	—	42.2
Statesman	114.2	3045	37.5	42.5	202.2	78	61.7	—	55.5	59.6	inl 6 L	8.5	110 @ 4000	29.5	155 @ 2000	20	14	4.4	O A	150	O	O	44.6
Ambassador	121.2	3430	37.5	42.5	209.2	78	62.2	—	55.6	60.5	inl 6 ohv	7.6	130 @ 3700	26.4	220 @ 1600	20	17	4.1	O A	172	O	O	45.8
Le Mans Engine											inl 6 ovh	8.0	140 @ 4000	—	230 @ 2000								
Metro. H. T.	85	1825	35.5	43.2	149.5	61.5	54.5	—	45.4	44.8	inl 4 ohv	7.2	42 @ 4500	43.4	62 @ 2400	10½	—	4.62	—	76.8	—	—	36.2
OLDSMOBILE																							
88	122	3692	35.6	42.9	205.2	78.2	60.5	6.2	59	58	V8 ohv	8.25	170 @ 4000	21.7	300 @ 2000	20	20.5	3.42	A	191.7	O	O	42.5
Super 88	122	3734	35.6	42.9	205.2	78.2	60.5	6.2	59	58	V8 ohv	8.25	185 @ 4000	20.1	300 @ 2000	20	20.5	3.42	A	191.7	O	O	42.5
98	126	3846	35.6	42.8	214.2	78.2	60.5	6.2	59	58	V8 ohv	8.25	185 @ 4000	20.8	300 @ 2000	20	20.5	3.42	A	191.7	O	O	43
PACKARD																							
Clipper Special	122	3585	36	43.5	215.5	77.8	62.4	—	59.7	60	inl 8 L	7.7	150 @ 4000	23.2	260 @ 2200	20	19.9	3.9	O A	191.8	O	O	43
Clipper Deluxe	122	3600	36	43.5	215.5	77.8	62.4	—	59.7	60	inl 8 L	8	165 @ 3600	22.1	295 @ 2200	20	19.9	3.9	O A	191.8	O	O	43
Clipper Super	122	3695	36	43.5	215.5	77.8	62.4	—	59.7	60	inl 8 L	8	165 @ 3600	22.3	295 @ 2200	20	19.9	3.9	O A	191.8	O	O	43
Cavalier	127	3955	36.8	43.5	216.5	77.8	62.8	—	60	60.8	inl 8 L	8	185 @ 4000	21.3	312 @ 2200	20	19.9	3.9	O A	208.2	O	O	45
Patrician	127	4190	36.8	43.5	216.5	77.8	62.8	—	60	60.8	inl 8 L	8.7	212 @ 4000	19.7	330 @ 2200	20	19.9	—	A	208.2	O	O	45
Custom	149	4650	36.7	43	238.5	77.8	63	—	60	60.9	inl 8 L	8.7	212 @ 4000	21.9	330 @ 2200	20	19.9	4.1	O A	208.2	O	O	55
PLYMOUTH																							
Plaza	114	—	36.6	43.7	193.5	73.5	61.7	7.4	55.8	58.5	inl 6 L	7.1	100 @ 3600	—	177 @ 1600	17	13	3.73	O A	158	—	O	39
Savoy	114	—	36.6	43.7	193.5	74.2	61.7	7.4	55.8	58.5	inl 6 L	7.1	100 @ 3600	—	177 @ 1600	17	13	3.73	O A	158	—	O	39
Belvedere	114	—	36.6	43.7	193.5	74.2	61.7	7.4	55.8	58.5	inl 6 L	7.1	100 @ 3600	—	177 @ 1600	17	13	3.73	O A	158	—	O	39
PONTIAC																							
Chieftain 6	122	—	36.1	42.8	202.6	76.6	63.2	6.8	58.5	59	inl 6 L	7	115 @ 3800	—	193 @ 2000	20	18.3	4.1	A	171	O	O	41.2
Chieftain 8	122	—	36.1	42.8	202.6	76.6	63.2	6.8	58.5	59	inl 8 L	6.8	122 @ 3800	—	226 @ 2200	20	18.8	3.9	A	171	O	O	41.2
Star Chieftain	124	—	36.1	42.8	213.6	76.6	63.2	6.8	58.5	59	inl 8 L	7.7	127 @ 3800	—	234 @ 2200	20	18.8	3.9	A	171	O	O	42.8
STUDEBAKER																							
Champion	116.5	2765	34.6	42.5	198.7	71	59.7	6.8	56.7	55.7	inl 6 L	7.5	85 @ 4000	32.5	138 @ 2400	18	10	4.10	O A	166	—	O	39
Commander	120.5	3105	37.6	42.5	198.7	71	60	6.8	56.7	55.7	V8 ohv	7.5	120 @ 4000	25.8	190 @ 2000	18	17.5	4.09	O A	195	—	O	40
Land Cruiser	120.5	3180	36	42.5	202.6	71	60	7.5	56.7	55.7	V8 ohv	7.5	120 @ 4000	26.5	190 @ 2000	18	17.5	4.09	O A	195	—	O	40
WILLYS																							
Ace	108	2778	34.5	41.6	183	72	60.6	6.4	58	57	inl 6 L	7.3	115 @ 3650	24.1	190 @ 1800	19	13	3.54	O A	132.8	—	O	38
Eagle	108	2847	34.5	41.6	183	72	60.6	6.4	58	57	inl 6 L	7.3	115 @ 3650	24.7	190 @ 1800	19	13	3.54	O A	132.8	—	O	38

NOTE: Under power brake and power steering, "O" refers to optional and "S" to standard equipment. In the column for Optional Drives Available, "O" refers to overdrive, and "A" to automatic transmissions. "A(S)" means that automatic transmissions are standard equipment.

Sell to the self-starting suburban market

When it comes to selling cars, there's one market where the "pushing" is easier. This market is suburban families. They're just naturally your surest car-buying prospects.

A move to the suburbs puts more mileage on the family car. For out in Suburbia, that car has to be on the go all day long. It has to dash Dad to the shop or station every morning—and whisk Mother off to the shopping center or to the dentist's.

This extra mileage means that the family car wears out sooner—has to be replaced sooner. It means that suburban families have to *buy more cars.*

While you don't have to push these families so hard, you do have to get out and talk to them—give them the facts about your product. The best way to do this is through the pages of The American Home. The American Home is one of the two large all-family home-service magazines. Every month it is read—from cover to cover—by over 3 million homemaking families. 75.6% of these families are car-dependent suburban families.

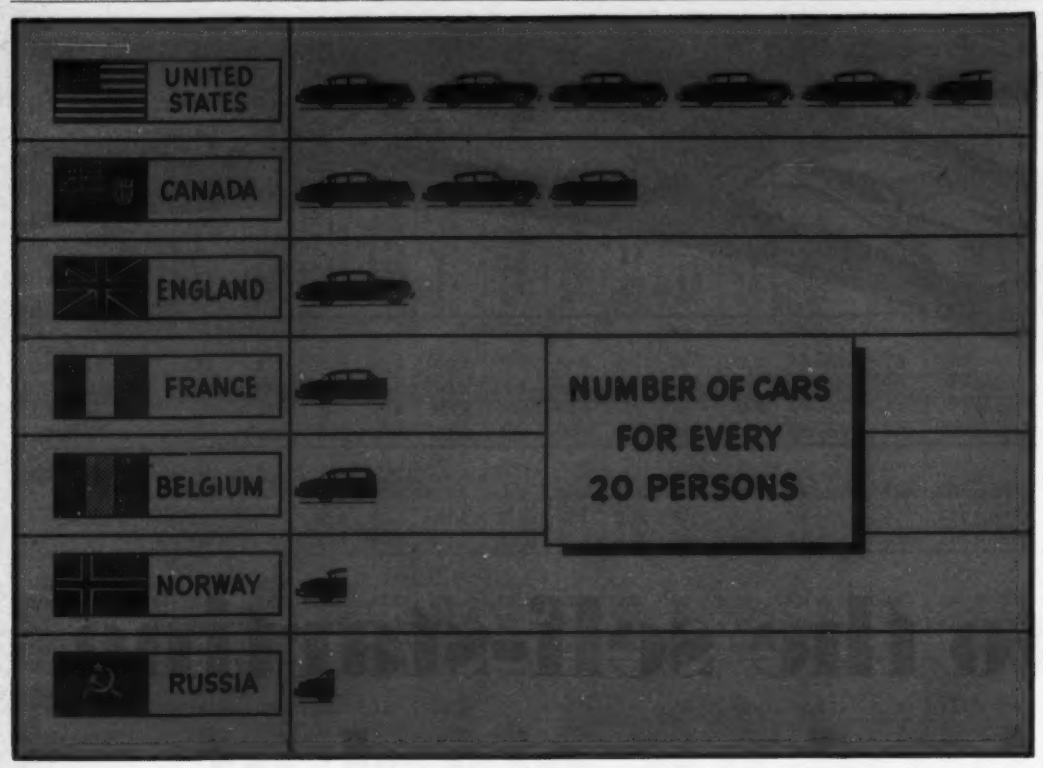
And you can't talk to *these families* any place but in The American Home. There is only 12.1% inter-duplication when The American Home audience is combined with that of the other mass-circulation home-service magazine.

Ed Sullivan at The American Home Detroit office will be glad to start you on a suburban car-selling spree.

THERE'S NO PLACE LIKE THE AMERICAN HOME

for results

THE AMERICAN HOME • PENOBSCOT BUILDING • DETROIT, MICH. • WOODWARD 5-9878



Tire, Tube Production

Estimated Pneumatic Casings, Tubes and Camelback Shipments, Production and Inventory

December 1953 — November 1953 — Year 1953 - 1952

PASSENGER CASINGS	ORIGINAL EQUIPMENT	REPLACEMENT	EXPORT	TOTAL	PRODUCTION	INVENTORY
December 1953	2,263,053	2,339,569	76,049	4,678,671	5,405,748	13,043,713
% Chge. Prev. Mo.				+13.17	— 2.27	+ 6.18
November 1953	1,875,109	2,184,584	74,641	4,134,334	5,531,385	12,284,070
Year 1953	33,105,694	45,798,234	808,599	79,712,527	81,454,605	13,043,713
Year 1952	24,106,077	45,457,870	740,954	70,304,901	74,341,140	11,251,074
TRUCK & BUS CASINGS						
December 1953	357,105	563,405	67,390	987,900	1,075,215	2,676,230
% Chge. Prev. Mo.				+ 3.88	+ 3.94	+ 4.13
November 1953	345,924	544,737	60,345	951,006	1,034,469	2,570,026
Year 1953	4,843,415	9,326,230	734,463	14,904,108	14,695,839	2,676,230
Year 1952	5,377,635	8,884,074	779,007	15,040,716	16,069,975	2,859,156
TOTAL AUTOMOTIVE CASINGS						
December 1953	2,620,158	2,902,974	143,439	5,666,571	6,480,963	15,719,943
% Chge. Prev. Mo.				+11.43	— 1.29	+ 5.83
November 1953	2,221,033	2,729,321	134,986	5,085,340	6,565,854	14,854,096
Year 1953	37,949,109	55,124,464	1,543,062	94,616,635	96,150,444	15,719,943
Year 1952	29,483,712	54,341,944	1,519,961	85,345,617	90,411,115	14,110,230
TRACTOR—IMPLEMENT CASINGS						
December 1953	135,361	63,745	6,289	205,395	196,520	921,811
% Chge. Prev. Mo.				+31.53	+ 6.49	+11.25
November 1953	97,918	53,906	4,339	156,163	184,535	828,596
Year 1953	2,395,105	1,367,018	67,604	3,829,727	3,756,232	921,811
Year 1952	2,751,701	1,298,841	103,512	4,154,054	4,336,556	880,051
PASSENGER, MOTORCYCLE, TRUCK & BUS INNER TUBES						
December 1953	2,620,140	1,917,424	87,339	4,624,903	4,532,718	11,563,721
% Chge. Prev. Mo.				+15.46	— 4.32	— .41
November 1953	2,222,050	1,707,942	75,699	4,005,691	4,737,511	11,611,122
Year 1953	37,972,083	36,110,467	882,371	74,964,921	74,514,328	11,563,721
Year 1952	29,450,554	32,984,785	1,013,610	63,448,949	65,073,407	12,035,796
CAMELBACK (LBS.)						
December 1953	.....	26,612,704	1,092,332	27,705,036	26,278,438	25,864,392
% Chge. Prev. Mo.				+ 1.91	— 1.31	— 4.15
November 1953	.....	26,509,876	676,503	27,186,379	26,628,205	26,983,021
Year 1953	.....	277,058,436	8,747,050	285,805,486	282,697,516	25,864,392
Year 1952	.....	256,511,360	5,911,360	262,422,720	262,584,000	22,173,760

NOTE: Cumulative data on this report includes adjustments made in prior months.

Automobile Use by Population Group

In U. S. Cities

CITIES	MODE OF TRAVEL: Auto Driver	Auto Passenger	Taxi & Truck Passenger	Mass Transit
Over 250,000 Population—				
Baltimore, Md.	29.2%	13.9%	3.1%	53.8%
Washington, D. C.	36.6	21.1	2.9	39.3
San Francisco, Calif.	43.5	21.3	1.6	33.6
Seattle, Wash.	43.2	21.5	0.7	34.6
Newark, N. J.	33.5	16.6	0.4	49.5
Indianapolis, Ind.	46.8	17.6	0.7	34.9
Portland, Ore.	47.0	24.6	0.5	27.9
Total	39.1%	19.6%	1.5%	39.7%
100,000 to 250,000 Population—				
Worcester, Mass.	42.0%	22.0%	1.0%	34.3%
Salt Lake City, Utah	45.5	27.4	1.9	25.3
Grand Rapids, Mich.	54.5	32.1	0.5	12.9
Spokane, Wash.	46.7	21.5	1.5	30.3
Tacoma, Wash.	51.3	23.2	0.4	25.1
Sacramento, Calif.	57.5	25.4	1.5	15.6
Erie, Pa.	51.5	25.6	..	22.9
South Bend, Ind.	63.7	17.9	0.5	17.9
Wilmington, Del.	38.9	25.4	1.2	34.5
Reading, Pa.	38.5	16.2	0.3	45.0
Allentown, Pa.	44.0	23.9	..	32.1
Phoenix, Ariz.	53.8	28.6	1.5	16.2
Duluth, Minn.	44.9	26.3	0.2	28.6
Scranton, Pa.	30.2	21.2	1.3	47.4
Total	47.4%	24.1%	0.9%	27.6%
50,000 to 100,000 Population—				
Albuquerque, N. M.	53.4%	32.1%	1.0%	13.5%
Saginaw, Mich.	60.8	29.9	0.7	8.6
Lansing, Mich.	59.4	26.5	0.8	13.3
Columbus, Ga.	39.7	19.8	..	40.5
Pontiac, Mich.	50.5	29.1	1.2	19.2
Macon, Ga.	34.0	16.4	4.3	45.3
Charleston, S. C.	40.1	27.8	1.9	30.2
Kalamazoo, Mich.	54.1	27.4	0.8	17.7
Bay City, Mich.	56.5	33.0	0.5	10.0
Total	51.4%	27.4%	1.1%	20.0%
Less than 50,000 Population—				
Muskegon, Mich.	50.2%	35.1%	0.6%	14.1%
Tucson, Ariz.	57.0	29.7	0.6	12.7
Fargo, N. D.	56.1	33.1	0.6	10.2
Port Huron, Mich.	51.5	29.8	0.5	18.2
Superior, Wis.	50.2	30.2	1.2	18.4
Moorhead, Minn.	59.8	31.0	0.6	8.6
Norristown, Pa.	49.3	23.8	1.7	25.3
Total	53.4%	30.4%	0.8%	15.4%
Total, Weighted*	46.6%	25.0%	1.1%	27.0%

*Calculated from group averages weighted by relative population in all U. S. cities in each population group.

Source: Automobile Manufacturers Assn.

Vehicles on Road Up, Brake Work Down

Year	†Brake Work Volume	Cars, Trucks on the Road
1941	11.5	31,700,000
1944	13.7	28,700,000
1946	14.0	31,900,000
1947	13.2	35,500,000
1948	13.6	38,900,000
1949	12.4	43,000,000
1950	12.2	47,600,000
1951	11.1	49,300,000
1952	10.9	50,700,000
1953	‡ 8.4	*51,400,000

*Estimated.
†Number of times bought per 100 service order tickets.
‡Average of January and February this year.

The AUTOMOTIVE NEWS ALMANAC is a year-long friend. Use it often for statistics, buyer information and personnel data.

Highway Authorizations by Congress
1934-1952 Acts

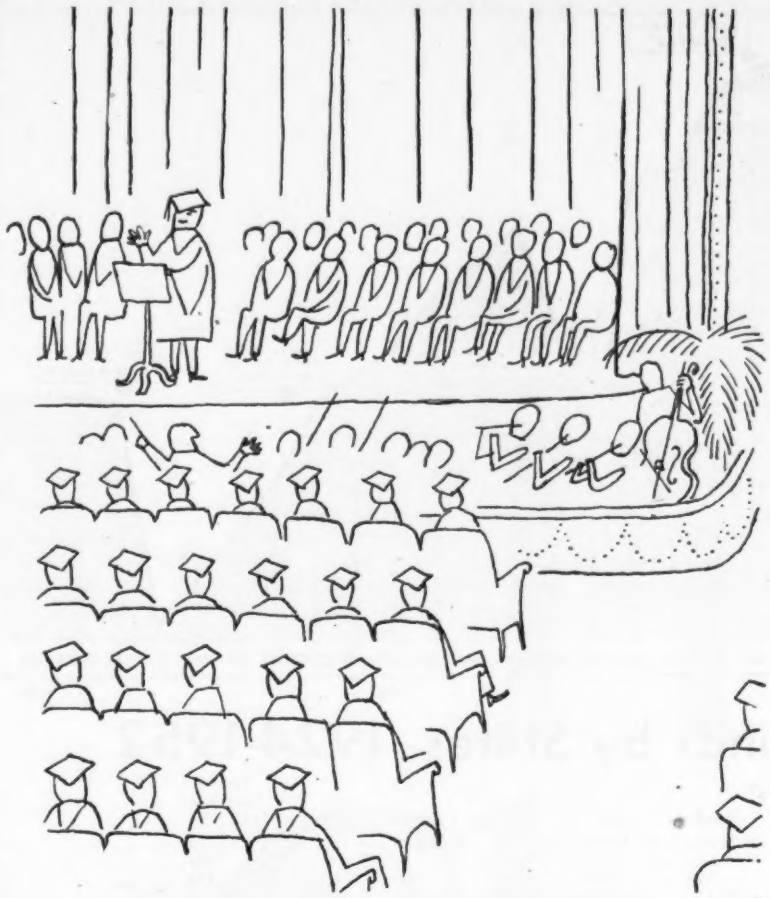
ACT OF	FOR FISCAL YEARS	FEDERAL AID ROADS	FOREST HIGHWAYS: Acts of 1934, 1936, and 1938 incl. development roads and trails	FOREST DEVELOPMENT ROADS AND TRAILS	PUBLIC LANDS	NATIONAL PARKS	NATIONAL PARKWAYS: Access Roads and Connecting Sections of Parkway Systems	INDIAN ROADS	
1934	1936	$125,000,000	$10,000,000		$2,500,000	$ 7,500,000		$ 4,000,000	
	1937	$125,000,000	$10,000,000		$2,500,000	$ 7,500,000		$ 4,000,000	
1936	1938	$125,000,000	$14,000,000		$2,500,000	$ 7,500,000	$10,000,000	$ 4,000,000	$25,000,000 for Feeder Roads
	1939	$125,000,000	$14,000,000		$2,500,000	$ 7,500,000	$10,000,000	$ 4,000,000	$25,000,000 for Feeder Roads
1938	1940	$100,000,000*	$10,000,000		$1,000,000	$ 4,000,000	$ 6,000,000	$ 2,500,000	* Also $15,000,000 for Secondary and Feeder Roads
	1941	$115,000,000*	$13,000,000		$2,000,000	$ 5,000,000	$ 8,000,000	$ 3,000,000	
1940	1942	$100,000,000*	$ 7,000,000	$ 3,000,000	$1,500,000	$ 4,000,000	$ 7,500,000	$ 3,000,000	* Also $17,500,000 for Secondary and Feeder Roads
	1943	$100,000,000*	$ 7,000,000	$ 3,000,000	$1,500,000	$ 4,000,000	$ 7,500,000	$ 3,000,000	
1944	1946	$500,000,000	$25,000,000	$12,500,000		$ 4,250,000	$10,000,000	$ 6,000,000	
	1947	$500,000,000	$25,000,000	$12,500,000		$ 4,250,000	$10,000,000	$ 6,000,000	
	1948	$500,000,000	$25,000,000	$12,500,000		$ 4,250,000	$10,000,000	$ 6,000,000	
1948	1950	$450,000,000	$20,000,000	$17,500,000		$10,000,000	$10,000,000	$ 6,000,000	
	1951	$450,000,000	$20,000,000	$17,500,000		$10,000,000	$10,000,000	$ 6,000,000	
1950	1952	$500,000,000	$20,000,000	$17,500,000	$5,000,000	$10,000,000	$13,000,000	$ 6,000,000	
	1953	$500,000,000	$20,000,000	$17,500,000	$5,000,000	$10,000,000	$13,000,000	$ 6,000,000	
1952	1954	$575,000,000*	$22,500,000	$22,500,000	$2,500,000	$10,000,000	$10,000,000	$10,000,000	* Includes $25,000,000 for Interstate System of Highways
	1955	$575,000,000*	$22,500,000	$22,500,000	$2,500,000	$10,000,000	$10,000,000	$10,000,000	
H. R.	1956	$800,000,000*	$22,500,000	$22,500,000		$10,000,000	$10,000,000	$10,000,000	* Includes $200,000,000 for Interstate System of Highways
7818	1957	$800,000,000*	$22,500,000	$22,500,000		$10,000,000	$10,000,000	$10,000,000	

How They Fared . . .

New-Car Sales

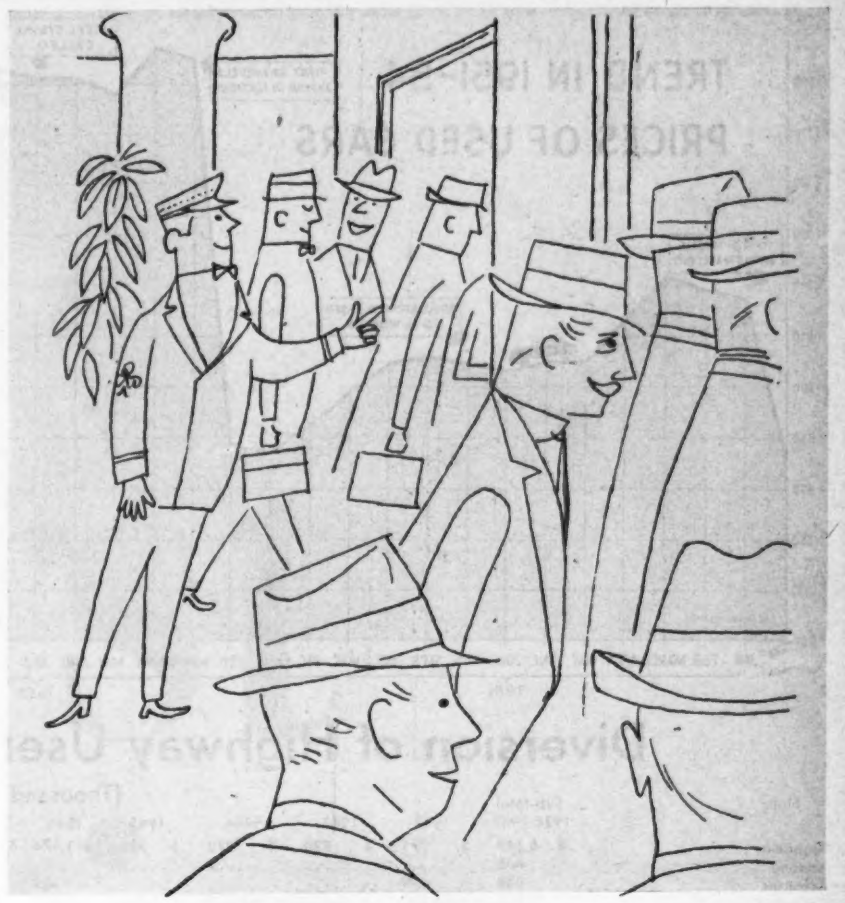
(The following table shows the percent gain or loss of 1953 new-car unit sales, as compared with 1952 figures. As shown in the table, there were 38 percent more cars sold in 1953 than in 1952. Following the figure for the total market, makes are listed in descending order of gain. A minus figure indicates that fewer cars of that make were sold in 1953 than in 1952.)

TOTAL MARKET	**+38.00**
Chevrolet	+57.46
Mercury	+54.78
Ford	+52.39
Buick	+46.17
Pontiac	+44.80
Oldsmobile	+40.05
Plymouth	+38.62
Chrysler	+35.59
Lincoln	+34.55
DeSoto	+33.44
Dodge	+17.18
Cadillac	+12.30
Packard	+ 7.13
Willys	+ 3.45
Studebaker	+ 2.12
Nash	— 3.51
Hudson	—14.91
Kaiser	—44.35
Allstate	—56.80
Henry J	—62.70
Corporations	
FORD MOTOR CO.	+52.81
GENERAL MOTORS	+49.02
CHRYSLER	+31.72



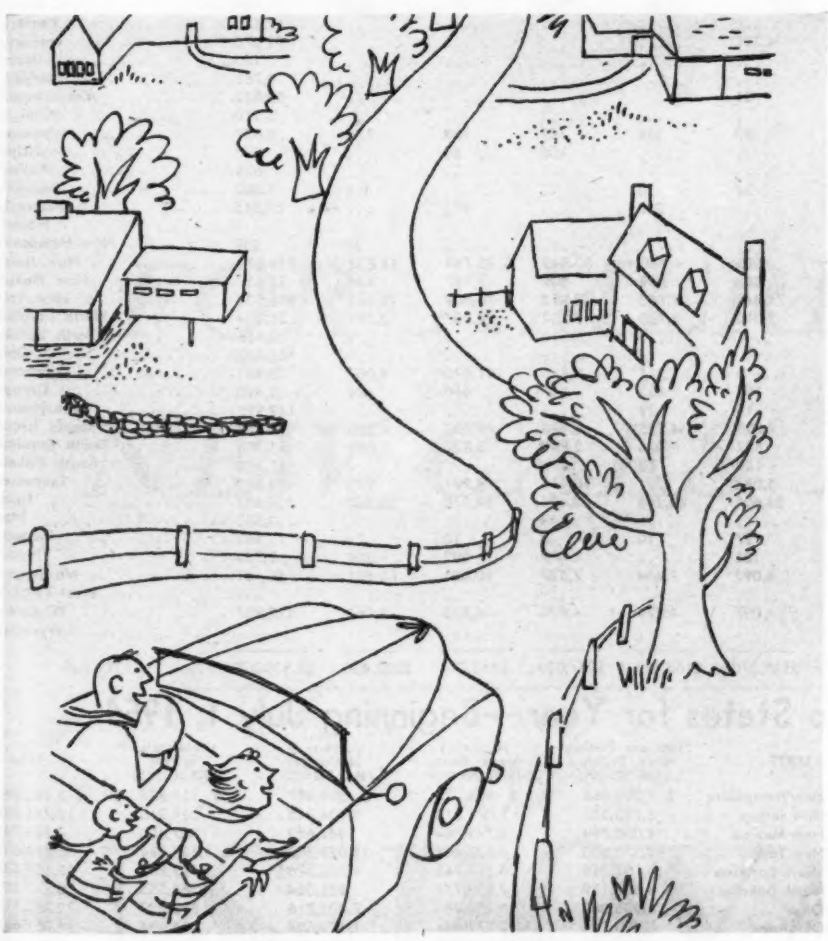
Today—there are more and more educated people

Annual number of college graduates is up more than 130% since 1940.



There are more and more executives

Management men, as a class, have almost doubled since 1940.



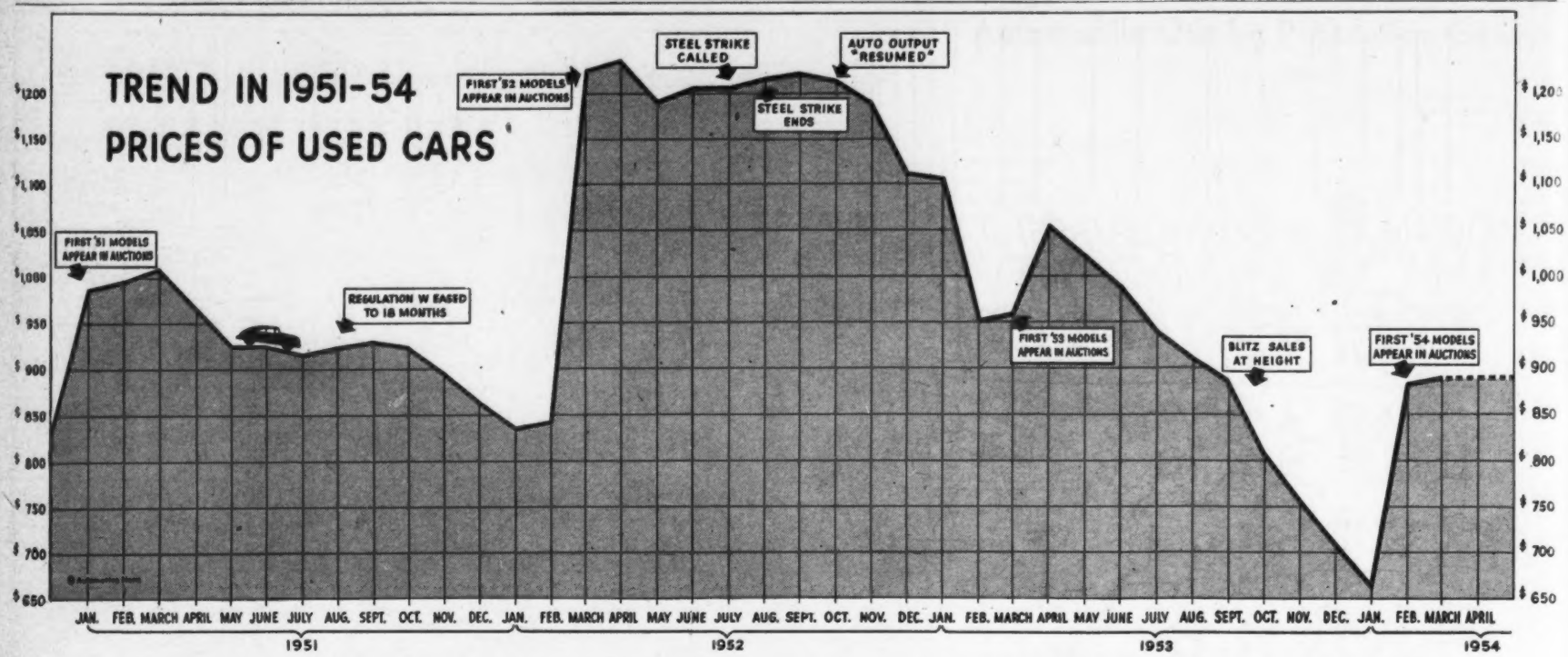
There are more and more upper-income families

Number of families with $10.000-and-over incomes—is 7 times as great as in 1940.

—and there are more and more TIME readers

Since 1940, circulation is up 127% to more than 1,800,000 families.

The circulation of TIME rides like a ship on the crest of a great advancing wave of American education, progress and prosperity. As the vital elements of American life grow, so grows the circulation of TIME



Diversion of Highway User Funds by States, 1924-1952

(Thousand Dollars)

State	Sub-total 1924-1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	Total Diversion 1924-1952	State
Alabama	$ 6,149	$ 971	$ 920	$ 973	$ 995	$ 1,174	$ 1,343	$ 1,492	$ 1,956	$ 2,258	$ 2,425	$ 2,452	$ 23,108	Alabama
Arizona	668	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	668	Arizona
Arkansas	838	98	.....	.....	.....	55	45	194	216	494	548	1,385	3,873	Arkansas
California	72,904	16,860	16,063	19,211	7,442	9,502	31,618	33,142	38,977	41,488	53,056	58,953	399,216	California
Colorado	4,331	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	63	4,394	Colorado
Connecticut	331	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	331	Connecticut
Delaware	2,663	859	293	503	240	220	67	1,042	.....	1,549	2,784	3,161	13,351	Delaware
District of Columbia	8,419	313	330	337	382	450	466	1,242	1,688	1,397	1,881	2,590	19,495	District of Columbia
Florida	99,113	13,053	12,077	12,813	14,116	17,998	20,752	23,141	26,205	21,600	23,890	25,234	310,082	Florida
Georgia	51,146	4,732	6,622	.....	3,310	5,820	13,655	.....	18,030	22,302	6,645	.....	132,262	Georgia
Idaho	29	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	29	Idaho
Illinois	63,281	4,694	4,729	2,700	2,117	.....	576	.....	440	2,670	1,173	1,243	83,623	Illinois
Indiana	19,122	1,763	431	396	451	587	632	705	765	755	809	.....	26,416	Indiana
Iowa	1,105	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,105	Iowa
Kansas	13	.....	.....	.....	.....	.....	.....	.....	.....	411	171	142	737	Kansas
Kentucky	9,301	841	747	777	904	.....	.....	.....	.....	.....	.....	.....	12,570	Kentucky
Louisiana	48,321	5,662	5,086	5,272	.....	7,245	3,189	4,301	.....	.....	.....	.....	79,076	Louisiana
Maine	142	.....	.....	.....	.....	.....	12	1	.....	.....	.....	.....	155	Maine
Maryland	6,478	517	395	357	395	1,620	.....	.....	.....	.....	.....	.....	9,762	Maryland
Massachusetts	49,143	1,278	869	820	364	.....	67	81	.....	.....	.....	.....	52,622	Massachusetts
Michigan	2,210	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,210	Michigan
Minnesota	1,634	89	30	277	47	239	328	93	368	147	182	175	3,609	Minnesota
Mississippi	268	.....	.....	.....	.....	.....	23	.....	.....	105	80	.....	476	Mississippi
Missouri	490	48	66	65	19	.....	.....	.....	.....	.....	.....	.....	688	Missouri
Montana	808	105	4	4	6	19	.....	24	13	13	.....	564	1,560	Montana
Nebraska	12,217	2,311	2,024	2,037	2,421	3,078	2,244	.....	238	.....	975	.....	27,545	Nebraska
Nevada	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	Nevada
New Hampshire	471	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	38	509	New Hampshire
New Jersey	98,389	10,013	8,766	3,489	18,565	617	609	690	660	30,842	22,740	18,632	214,012	New Jersey
New Mexico	4,956	587	537	530	550	739	901	556	859	609	1,187	446	12,457	New Mexico
New York	541,678	62,934	33,241	36,095	.....	.....	36,148	71,444	27,653	28,915	77,509	22,541	938,338	New York
North Carolina	11,789	1,185	1,064	948	1,241	1,674	1,863	2,010	2,160	2,232	2,487	2,651	31,304	North Carolina
North Dakota	4,466	2	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,468	North Dakota
Ohio	102,515	13,948	11,122	4,080	7,593	9,169	7,216	.....	.....	.....	.....	.....	155,643	Ohio
Oklahoma	20,309	8,559	7,091	7,552	2,370	.....	6,677	.....	1,311	4,845	11,670	9,067	79,451	Oklahoma
Oregon	607	68	56	.....	.....	.....	274	195	433	547	666	644	3,490	Oregon
Pennsylvania	107,759	14,057	10,965	10,762	6,343	28	33	19	29	.....	.....	.....	149,995	Pennsylvania
Rhode Island	23,030	4,054	3,078	2,684	2,321	3,371	4,810	4,023	4,795	5,176	5,907	4,826	68,075	Rhode Island
South Carolina	2,396	542	376	519	562	677	737	822	896	2,849	3,839	1,093	15,308	South Carolina
South Dakota	10,830	59	46	49	41	61	88	120	52	.....	.....	.....	11,346	South Dakota
Tennessee	35,975	7,014	7,112	4,988	7,808	6,229	7,318	5,084	.....	10,115	5,991	979	98,613	Tennessee
Texas	129,585	13,400	11,187	11,938	13,780	19,442	24,489	28,601	26,265	22,693	24,370	28,867	354,617	Texas
Utah	335	355	462	200	666	637	301	.....	.....	544	.....	.....	3,500	Utah
Vermont	143	26	25	24	24	23	29	27	10	8	10	12	361	Vermont
Virginia	246	7	83	36	.....	77	73	132	.....	477	292	309	1,732	Virginia
Washington	9,068	1,221	203	223	111	.....	.....	6,092	7,864	7,527	10,651	11,681	54,641	Washington
West Virginia	319	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	319	West Virginia
Wisconsin	58,977	11,940	9,175	7,843	4,650	3,827	3,935	4,097	4,228	4,470	4,833	4,962	122,937	Wisconsin
Wyoming	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	Wyoming
TOTALS	$1,624,937	$204,165	$155,455	$138,502	$99,834	$94,578	$170,518	$189,370	$166,111	$217,038	$266,771	$202,800	$3,530,079	TOTALS

Federal-Aid Highway Funds as Apportioned to States for Year—Beginning July 1, 1954

STATE	Fed.-aid Primary Hwy. System ($247,500,000)	Secondary Feeder Roads ($165,000,000)	Urban Highways ($137,500,000)	Interstate System ($25,000,000)	Total
Alabama	$ 5,254,353	$ 4,071,630	$ 1,767,190	$ 536,065	$11,629,238
Arizona	3,682,659	2,508,001	524,664	374,943	7,090,267
Arkansas	4,099,014	3,280,781	754,576	417,845	8,552,216
California	11,302,419	5,819,399	11,990,492	1,156,953	30,269,263
Colorado	4,430,632	2,959,462	1,121,056	451,275	8,962,425
Connecticut	1,596,556	804,375	2,612,362	163,779	5,177,072
Delaware	1,206,563	804,375	276,636	121,875	2,409,449
Florida	4,000,064	2,614,900	2,418,720	408,607	9,442,291
Georgia	6,093,832	4,654,049	1,965,808	621,611	13,335,300
Idaho	3,035,086	2,134,840	259,599	308,923	5,738,448
Illinois	9,485,889	5,165,722	9,433,309	970,391	25,055,311
Indiana	5,844,963	4,028,914	3,227,030	596,664	13,697,571
Iowa	5,946,365	4,351,647	1,601,372	605,903	12,505,287
Kansas	5,975,744	4,183,753	1,267,798	608,403	12,035,698
Kentucky	4,538,481	3,767,905	1,400,780	463,271	10,170,437
Louisiana	3,836,826	2,777,082	1,977,289	391,908	8,983,105
Maine	2,065,955	1,478,426	563,746	210,595	4,318,722
Maryland	2,164,618	1,323,108	2,289,281	221,739	5,998,746
Massachusetts	3,127,509	1,161,437	5,614,329	321,494	10,224,769
Michigan	7,641,646	4,662,919	6,277,985	781,229	19,363,779
Minnesota	6,385,910	4,508,055	2,196,488	650,982	13,741,435
Mississippi	4,401,911	3,666,740	746,808	448,780	9,264,239
Missouri	7,177,220	4,856,080	3,321,925	732,034	16,087,259
Montana	4,945,242	3,401,828	317,626	503,085	9,167,781
Nebraska	4,801,122	3,404,259	791,122	488,697	9,485,200
Nevada	3,179,310	2,124,823	102,729	323,336	5,730,198
New Hampshire	$ 1,206,563	$ 804,375	$ 399,467	$ 121,875	$ 2,532,280
New Jersey	3,183,593	1,071,310	5,904,745	327,310	10,486,958
New Mexico	4,002,794	2,749,864	442,682	407,405	7,602,745
New York	11,573,650	4,637,841	18,029,580	1,187,586	35,428,657
North Carolina	6,101,355	5,211,948	1,733,316	622,886	13,669,505
North Dakota	3,572,139	2,593,772	228,084	363,355	6,757,350
Ohio	8,586,082	5,222,980	7,805,716	878,337	22,493,115
Oklahoma	5,269,114	3,772,951	1,473,687	536,936	11,052,688
Oregon	4,209,393	2,941,860	1,081,596	428,962	8,661,811
Pennsylvania	9,663,980	5,751,129	10,211,618	989,979	26,616,706
Rhode Island	1,206,563	804,375	964,266	121,875	3,097,079
South Carolina	3,315,477	2,745,191	927,881	338,411	7,326,960
South Dakota	3,845,626	2,746,570	261,991	391,167	7,245,354
Tennessee	5,335,882	4,158,793	1,950,550	544,484	11,989,709
Texas	15,972,097	10,694,852	6,462,029	1,628,769	34,757,747
Utah	2,830,795	1,872,691	571,559	288,296	5,563,341
Vermont	1,206,563	804,375	210,027	121,875	2,342,840
Virginia	4,676,730	3,634,841	2,103,426	477,631	10,892,628
Washington	4,070,327	2,719,183	2,035,293	415,444	9,240,247
West Virginia	2,685,059	2,337,564	877,871	274,317	6,174,811
Wisconsin	5,816,900	4,058,553	2,641,382	593,492	13,110,327
Wyoming	3,070,586	2,080,954	146,664	312,346	5,610,550
Hawaii	1,206,563	804,375	453,586	.....	2,464,524
Dist. of Col.	1,206,563	804,375	1,165,310	121,875	3,298,123
Puerto Rico	1,278,217	1,335,768	1,159,454	.....	3,773,439

Source: National Highway Users Conference

First Choice

FOR AMERICA'S FINEST NEW CARS AND TRUCKS

U.S. ROYAL TIRES

Manufactured in Detroit by

UNITED STATES RUBBER COMPANY

The Automotive Industry Picture in Canada

Sales

Canadian New Motor Vehicle Sales by Provinces in 1950-53

PROVINCE	PASSENGER CARS Number	PASSENGER CARS Retail Value	TRUCKS AND BUSES Number	TRUCKS AND BUSES Retail Value	TOTAL, CARS TRUCKS AND BUSES Number	TOTAL, CARS TRUCKS AND BUSES Retail Value
1950:						
CANADA	324,903	$661,673,944	104,792	$223,995,095	429,695	$885,699,039
Maritimes	25,767	$ 50,500,906	8,508	$ 16,491,413	34,275	$ 66,992,319
Quebec	57,643	119,475,636	18,335	43,506,572	75,978	162,982,208
Ontario	142,972	295,112,409	37,272	79,820,318	180,244	374,932,727
Manitoba	16,921	34,378,687	6,681	13,954,961	23,602	48,333,648
Saskatchewan	19,184	39,313,075	12,222	23,528,865	31,406	62,841,940
Alberta	25,908	53,128,366	13,375	27,028,671	39,283	80,157,037
British Columbia	36,508	69,764,865	8,399	19,664,295	44,907	89,429,160
1951:						
CANADA	275,686	$683,182,846	109,962	$266,976,665	385,648	$950,159,511
Maritimes	19,176	$ 46,216,299	8,874	$ 19,192,362	28,050	$ 65,408,661
Quebec	52,786	135,449,611	20,216	54,320,780	73,002	189,770,391
Ontario	121,479	301,159,763	37,792	94,693,818	159,271	395,853,581
Manitoba	16,668	41,029,673	6,813	15,230,404	23,481	56,260,077
Saskatchewan	18,013	44,503,873	12,411	26,462,615	30,424	70,966,488
Alberta	22,448	55,906,861	14,510	32,808,203	36,958	88,715,064
British Columbia	25,116	58,916,766	9,346	24,268,483	34,462	83,185,249
1952*:						
CANADA	292,095	$725,167,630	108,682	$278,494,711	400,777	$1,003,662,341
Maritimes	21,531	$ 51,990,632	9,746	$ 22,197,189	31,277	$ 74,187,821
Quebec	58,805	150,042,481	19,510	57,154,008	78,315	207,196,489
Ontario	124,587	310,735,388	34,955	89,596,608	159,542	400,331,996
Manitoba	16,337	40,076,647	6,255	15,137,563	22,592	55,214,210
Saskatchewan	19,480	48,204,826	13,398	30,965,145	32,878	79,169,971
Alberta	25,197	63,282,691	16,012	39,909,663	41,209	103,192,354
British Columbia	26,158	60,834,965	8,806	23,534,535	34,964	84,369,500
1953*:						
CANADA	358,661	$898,628,285	103,226	$263,032,711	461,887	$1,161,660,756
Maritimes	26,995	$ 65,624,832	9,733	$ 21,055,972	36,728	$ 86,680,805
Quebec	68,826	177,920,987	17,729	49,776,581	86,555	227,697,568
Ontario	157,867	394,511,744	35,450	93,587,774	193,317	488,099,518
Manitoba	19,183	47,433,402	5,941	15,105,800	25,124	62,539,202
Saskatchewan	24,010	61,325,355	12,535	28,941,933	36,545	90,267,288
Alberta	29,054	73,190,008	14,250	35,056,849	43,304	108,246,857
British Columbia	32,726	78,621,956	7,588	19,507,562	40,134	98,129,518

*Does not include military vehicles.

Source: Canadian Automobile Chamber of Commerce.

Canadian New Motor Vehicle Sales by Months, 1951-53

MONTH	PASSENGER CARS Number	PASSENGER CARS Retail Value	TRUCKS AND BUSES Number	TRUCKS AND BUSES Retail Value	TOTAL, CARS TRUCKS AND BUSES Number	TOTAL, CARS TRUCKS AND BUSES Retail Value
1951:						
January	26,085	$ 59,093,345	7,639	$ 17,554,258	33,724	$ 76,647,603
February	33,687	78,874,505	9,889	22,145,647	43,576	101,020,152
March	38,036	90,013,291	11,576	26,893,561	49,612	116,906,852
April	34,947	88,286,551	11,233	25,872,586	46,180	114,159,137
May	25,831	67,138,598	10,614	25,497,988	36,445	92,636,586
June	23,033	59,780,450	9,647	23,969,330	32,680	83,749,780
July	20,709	53,060,311	8,551	21,478,283	29,260	74,538,594
August	14,477	36,659,335	7,154	18,421,900	21,631	55,081,235
September	18,582	47,325,427	9,414	23,510,090	27,996	70,835,517
October	13,590	34,868,995	9,211	23,180,093	22,801	58,049,088
November	13,774	35,169,160	8,162	20,459,620	21,936	55,628,780
December	12,935	32,912,878	6,872	17,959,863	19,807	50,872,741
January-December, 1951	275,686	$683,182,846	109,962	$266,976,665	385,648	$ 950,159,511
1952:						
January	13,777	$ 35,447,448	6,534	$ 17,518,677	20,311	$ 52,966,125
February	17,986	47,169,272	7,145	18,996,519	25,131	66,165,791
March	23,088	60,929,240	9,676	24,726,485	32,764	85,655,725
April	29,936	75,218,490	11,110	27,709,160	41,046	102,927,650
May	37,690	92,599,465	12,453	30,752,643	50,143	123,352,108
June	32,876	80,586,447	10,295	26,779,927	43,171	107,366,374
July	29,262	71,049,188	8,871	23,175,266	38,133	94,224,454
August	18,275	44,074,715	8,554	22,275,003	26,829	66,349,718
September	22,339	53,450,377	9,597	25,320,660	31,936	78,771,037
October	24,444	60,016,896	9,445	23,862,939	33,889	83,879,835
November	23,207	56,767,974	8,969	21,823,609	32,176	78,591,583
December	19,215	47,858,118	6,033	15,553,823	25,248	63,411,941
January-December, 1952	292,095	$725,167,630	108,682	$278,494,711	400,777	$1,003,662,341
1953:						
January	23,130	$ 57,109,526	7,077	$ 18,013,083	30,207	$ 75,122,609
February	30,254	76,170,760	8,235	20,468,232	38,489	96,638,992
March	39,543	99,361,640	10,387	25,554,830	49,930	124,916,470
April	43,414	109,631,203	12,700	30,848,598	56,114	140,479,801
May	40,700	103,120,217	12,150	30,050,978	52,850	133,171,195
June	37,013	93,319,420	9,436	24,234,925	46,449	117,554,345
July	34,590	85,718,656	8,199	20,859,392	42,789	106,578,048
August	22,016	54,904,078	7,024	18,241,462	29,040	73,145,540
September	22,495	55,762,426	7,534	19,992,577	30,029	75,755,003
October	24,822	61,282,687	7,958	21,485,206	32,780	82,767,893
November	21,236	53,306,654	6,904	18,442,484	28,140	71,749,138
December	19,448	48,941,018	5,622	14,840,704	25,070	63,781,722
January-December, 1953	358,661	$898,628,285	103,226	$263,032,711	461,887	$1,161,660,756

Source: Canadian Automobile Chamber of Commerce.

Output

Canadian Vehicle Production

By Months, 1948-1953

	1948	1949	1950	1951	1952	1953
January	16,715	13,863	28,527	39,204	34,232	36,990
February	16,382	17,197	30,137	40,592	32,448	43,014
March	27,112	25,566	30,051	47,779	33,604	51,398
April	24,243	26,685	26,386	41,060	46,908	52,365
May	21,368	26,708	35,281	42,911	42,690	50,521
June	23,362	30,096	41,383	36,229	41,910	50,444
July	15,106	25,383	40,131	30,294	34,134	49,226
August	16,959	20,475	24,272	21,833	22,853	21,537
September	23,775	30,894	38,035	29,861	41,065	35,785
October	25,057	28,125	35,573	32,462	41,659	36,600
November	26,794	19,721	30,322	29,461	31,340	20,519
December	27,305	25,921	30,738	22,086	29,868	35,915
Total	264,178	290,634	390,836	413,772	432,711	484,314

Source: Canadian Automobile Chamber of Commerce.

1953 Canadian Vehicle Production

For Domestic Use and Export*

	Factory Shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total (Number of Units)	Shipments of Vehicles Imported from United States
PASSENGER CARS— Convertible cars:				
Coupe, roadster	1,690	25	1,715	2,165
Sedan, touring	....	....	....	74
Permanent closed cars:				
Coupe	24,142	129	24,271	3,601
2-door sedan	75,822	58	75,880	2,264
4-door sedan	210,569	24,018	234,587	11,855
Other closed	7,514	125	7,639	2,164
Chassis (sold without bodies)	2	16,102	16,104	....
Total Passenger Cars	319,739	40,457	360,196	22,123
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in Pounds:				
5,000 and less	52,327	9,259	61,586	830
5,001-10,000	18,079	2,258	20,337	1,000
10,001-14,000	4,277	1,492	5,769	297
14,001-16,000	11,734	6,577	18,311	200
16,001-19,500	8,815	132	8,947	315
19,501-26,000	3,533	84	3,617	686
Over 26,000	589	8	597	643
Total Trucks	99,354	19,810	119,164	3,971
Total Coaches or Buses	289	...	289	59
Total Commercial Vehicles	99,643	19,810	119,453	4,030
TOTAL PASSENGER AND COMMERCIAL	419,382	60,267	479,649	26,153

*Includes Military Vehicles.

Source: Canadian Automobile Chamber of Commerce.

1952 Canadian Vehicle Production

For Domestic Use and Export

	Factory Shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total (Number of Units)	Shipments of Vehicles Imported from United States
PASSENGER CARS— Convertible cars:				
Coupe, roadster	965	4	969	1,248
Sedan, touring	...	...	...	28
Permanent closed cars:				
Coupe	17,955	681	18,636	1,572
2-door sedan	54,640	400	55,040	2,576
4-door sedan	169,264	22,332	191,596	6,673
Other closed	2,780	351	3,131	1,377
Chassis (sold without bodies)	1	14,324	14,325	46
Total Passenger Cars	245,605	38,092	283,697	13,520
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	59,207	13,123	72,330	1,255
5,001-10,000	20,661	3,657	24,318	978
10,001-14,000	4,914	8,354	13,268	102
14,001-16,000	12,263	11,738	24,001	55
16,001-19,500	8,996	391	9,387	224
19,501-26,000	3,888	369	4,257	362
Over 26,000	1,043	2	1,045	440
Total Trucks	110,972	37,634	148,606	3,416
Total Coaches or Buses	393	....	393	88
Total Commercial Vehicles	111,365	37,634	148,999	3,504
TOTAL PASSENGER AND COMMERCIAL	356,970	75,726	432,696	17,024

Source: Canadian Automobile Chamber of Commerce.

He's King in this Land of Rolling Royalty

It's widely recognized that Uncle Sam now wears his money belt squarely around his middle . . . that the middle millions, bulging with bucks, are in the driver's seat in today's American market.

Here's the Perfect Vehicle for Selling Him

The AMERICAN WEEKLY. Always geared to the needs of the middle millions . . . The American Weekly has been completely overhauled to keep pace with the economic and cultural upswing of buying America. More modern, more dramatic, more serviceable . . . catering, each Sunday, to the personal enthusiasms* of over 9 million 600 thousand families . . . The American Weekly rates, now more than ever before, front rank position in any sales program.

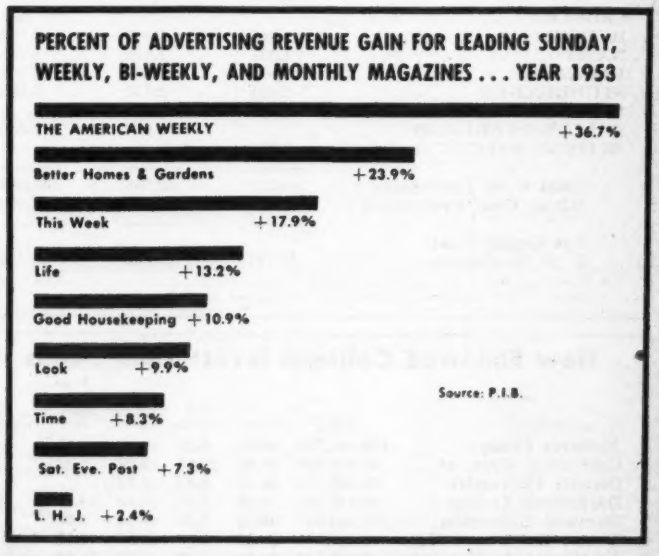
Automotive Advertisers Know It

As selling emphasis has shifted from kid-gloves to boxing gloves . . . more and more automotive advertisers have moved into The American Weekly.

In 1953, The American Weekly's passenger car advertising revenue soared 132% higher than the previous year . . . raising The American Weekly from seventh to fourth place position among all national magazines carrying automotive advertising.

So Does Everyone Interested in Sales

That advertisers recognize the tremendous product-moving force of The American Weekly is vividly demonstrated in the accompanying chart. The long bar at the top points the way to the new American market — through the new American Weekly.



The AMERICAN WEEKLY
63 Vesey Street, New York 7, N. Y.

**ENTHUSIASMS are interests raised to the buying pitch!*

BRANCH OFFICES: Atlanta, Boston, Chicago, Cleveland, Detroit, Los Angeles, San Francisco.

Franchised New-Car Dealers in the U. S.

By State and Make

(As of March 1, 1954)

STATE	Total All Makes	Buick	Cad.	Chev.	Chrys.	DeSoto	Dodge	Ford	Hudson	K-F	L-M	Nash	Olds.	Pack.	Pont.	Studе.	Willys
Alabama	610	38	20	98	46	34	61	102	19	24	16	12	55	11	61	39	34
Arizona	222	24	10	36	15	9	21	32	7	8	14	10	20	7	19	19	8
Arkansas	591	37	22	97	41	33	56	100	19	21	24	12	45	14	54	47	26
California	2400	179	92	295	156	154	192	287	112	100	110	94	164	90	171	162	107
Colorado	563	46	26	88	47	27	52	74	37	20	28	26	42	15	45	31	28
Connecticut	565	40	18	67	43	27	43	53	31	25	18	16	33	19	47	38	24
Delaware	96	8	2	18	5	5	9	13	2	7	3	5	7	4	10	4	2
District of Columbia	78	4	1	6	7	6	7	11	5	5	3	5	4	2	4	5	3
Florida	651	44	25	102	36	34	71	97	34	24	37	18	39	24	54	39	27
Georgia	816	61	31	132	55	35	88	126	25	29	32	17	82	17	97	41	26
Idaho	362	32	14	51	21	25	39	49	20	11	29	10	31	11	29	29	22
Illinois	2681	218	89	434	187	167	208	387	120	142	108	96	210	88	200	140	91
Indiana	1491	105	51	235	183	94	102	209	81	72	35	49	114	57	120	96	65
Iowa	1568	126	65	326	116	96	130	252	66	73	51	45	134	33	150	80	62
Kansas	1166	84	50	218	82	75	111	166	49	38	34	33	116	23	100	57	40
Kentucky	891	74	28	139	63	52	100	129	32	34	30	25	74	31	81	52	56
Louisiana	588	34	16	92	42	35	63	90	17	28	24	11	43	11	51	41	18
Maine	416	28	15	75	34	19	30	63	19	27	9	16	20	8	34	20	15
Maryland	498	27	13	65	44	40	39	63	28	24	20	23	37	15	38	36	23
Massachusetts	1267	80	46	178	102	84	94	141	64	81	43	57	99	42	109	72	40
Michigan	1940	150	69	290	134	130	159	252	109	111	72	86	161	73	181	85	88
Minnesota	1590	122	53	328	120	113	140	258	65	68	54	39	128	33	133	97	48
Mississippi	641	46	19	109	54	39	65	102	18	21	23	14	47	16	54	49	20
Missouri	1392	85	50	240	110	98	123	209	50	47	47	47	115	28	120	78	53
Montana	454	31	22	94	24	21	50	65	19	21	28	15	39	14	37	29	32
Nebraska	854	64	26	165	73	49	68	154	17	54	32	17	56	30	78	48	48
Nevada	100	7	4	14	7	7	11	14	4	3	6	4	7	6	10	8	6
New Hampshire	299	20	12	56	17	10	27	43	14	21	11	10	22	6	27	12	11
New Jersey	1142	61	38	142	95	83	95	108	59	53	42	51	81	46	87	80	48
New Mexico	253	28	14	36	20	13	26	35	14	6	13	8	22	8	26	19	12
New York	2953	163	93	394	213	172	250	341	140	156	107	121	237	104	250	167	122
North Carolina	1107	88	48	161	69	70	98	171	37	45	46	34	83	33	107	68	69
North Dakota	571	33	12	131	43	46	54	89	14	28	7	14	42	9	42	33	20
Ohio	2356	177	79	368	172	175	198	307	108	116	81	82	196	94	199	122	101
Oklahoma	995	80	38	173	66	60	89	149	24	25	38	38	91	25	110	51	29
Oregon	582	42	22	98	32	36	50	68	22	28	33	32	43	23	49	33	35
Pennsylvania	3087	205	55	385	252	221	280	354	167	169	90	126	200	109	234	169	116
Rhode Island	191	12	5	20	15	12	16	16	14	10	7	10	14	11	13	12	6
South Carolina	525	46	25	88	30	33	46	88	17	22	15	15	43	15	54	30	21
South Dakota	549	39	16	108	33	45	49	104	16	23	13	16	38	14	40	35	19
Tennessee	705	58	16	119	51	49	72	112	32	25	20	21	48	22	60	56	25
Texas	2595	221	96	447	196	152	252	381	83	69	154	77	198	54	256	140	82
Utah	268	26	14	37	19	18	20	37	16	14	15	7	20	6	31	22	13
Vermont	216	12	9	34	18	11	18	32	4	12	11	11	13	6	18	12	11
Virginia	1003	57	36	146	85	60	90	157	32	43	34	31	86	30	90	59	43
Washington	809	49	23	116	52	44	80	109	26	42	27	37	54	18	60	43	46
West Virginia	605	40	17	94	46	35	52	82	29	29	21	19	52	22	55	34	39
Wisconsin	1629	138	49	337	104	85	125	276	67	68	42	53	134	47	153	91	70
Wyoming	253	23	16	40	16	16	21	33	13	5	17	8	25	9	24	19	23
Total	47184	3414	1610	7522	3491	2954	4140	6590	2017	2127	1774	1623	3664	1433	4072	2749	1973

Source: R. L. Polk & Co.

CAR OPERATING COSTS

March, 1954

Variable Costs	Average Per Mile
Gasoline and Oil	2.29 Cents
Maintenance	.74
Tires	.51
Total	3.54 Cents
Fixed Costs	**Annual**
Fire & Theft Insurance	$ 17.90
Property Damage & Liability ($15,000 and $30,000)	85.18
License Fees	16.64
Depreciation	446.59
Total	$566.31 a year (or $1.55 a day)

CAR OPERATING COSTS

January, 1953

Variable Costs	Average Per Mile
Gasoline and Oil	2.23 Cents
Maintenance	.74
Tires	.50
Total	3.47 Cents
Fixed Costs	**Annual**
Fire & Theft Insurance	$ 18.58
Property Damage and Liability ($15,000 and $30,000)	82.47
License Fees	16.23
Depreciation	442.64
Total	$559.92 a year (or $1.53 a day)

Source: American Automobile Assn.

Passenger-Car Dealers in U. S.

1954 vs. 1953 and 1941

(Estimated by Automotive News)

	1954	1953	1941
CHRYSLER CORP.	10,292	10,616	10,401
Chrysler-Plymouth	3,349	3,468	3,404
DeSoto-Plymouth	2,883	2,993	2,880
*Dodge-Plymouth	4,060	4,155	4,117
FORD MOTOR CO.	8,407	8,339	6,850
Ford	6,564	6,609	5,800
Lincoln-Mercury	1,104	1,036	1,050
Mercury	739	694	.....
GENERAL MOTORS	20,790	20,822	18,703
Buick	3,509	3,521	2,850
Cadillac	1,743	1,728	1,070
Chevrolet	7,533	7,527	8,000
Oldsmobile	3,878	3,868	3,204
Pontiac	4,127	4,178	3,579
CROSLEY	.....	.....	550
HUDSON	1,766	1,986	2,700
NASH	1,531	1,636	1,723
PACKARD	1,520	1,828	1,724
STUDEBAKER	2,491	2,733	3,100
KAISER-FRAZER	.....	2,280	.....
WILLYS-OVERLAND	.....	2,068	1,585
†KAISER-WILLYS	2,339	.....	.....
Total U. S. Franchises	49,136	52,308	47,336
Minus Dual Franchises	6,955	7,142	4,050
Net Grand Total U. S. Dealerships	42,181	45,166	43,286

* Total includes a few exclusive Dodge dealers.
† Kaiser-Willys recontracting program incomplete as of Jan. 1.

New-Car Stocks In Field, in Transit

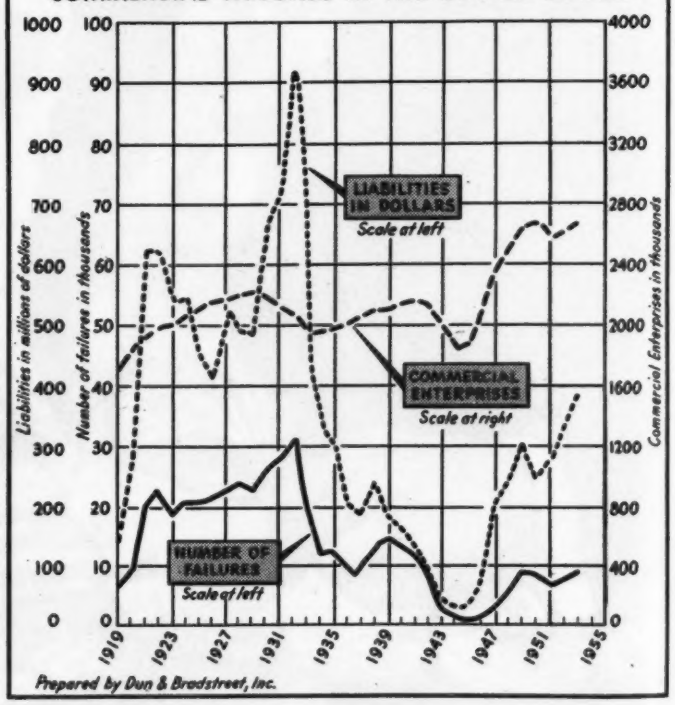
(Compiled by Automotive News)

Period Ending	Cars in Field Stocks†	Cars in Transit to Dealers	Dealers' Total Potential Inventory Stocks
Jan. 1, '50	251,754	188,500	440,254
Apr. 1, '50	276,136	158,000	434,136
June 1, '50	247,680	160,200	407,880
Sept. 1, '50	239,642	160,400	400,042
Jan. 1, '51	305,888	89,900	404,788
Apr. 1, '51	406,541	138,500	545,041
July 1, '51	357,606	90,700	448,306
Sept. 1, '51	283,402	86,800	370,202
Jan. 1, '52	224,968	31,000	255,968
Feb. 1, '52	198,762	69,000	267,762
Mar. 1, '52	182,577	76,000	258,577
Apr. 1, '52	213,391	83,000	296,391
May 1, '52	251,674	88,000	339,674
June 1, '52	232,036	70,000	302,036
July 1, '52	193,462	84,500	277,962
Aug. 1, '52	162,086	12,000	174,086
Sept. 1, '52	149,091	77,000	226,091
Oct. 1, '52	233,556	89,000	322,556
Nov. 1, '52	308,894	90,500	399,394
Dec. 1, '52	287,247	76,000	363,247
Jan. 1, '53	291,671	83,300	374,971
Feb. 1, '53	324,835	86,600	412,635
Mar. 1, '53	389,011	87,200	476,211
Apr. 1, '53	445,882	89,300	535,182
May 1, '53	490,381	97,700	588,081
June 1, '53	463,546	73,500	537,046
July 1, '53	479,698	82,800	562,498
Aug. 1, '53	517,119	82,200	599,319
Sept. 1, '53	514,569	74,500	589,069
Oct. 1, '53	519,037	60,900	579,937
Nov. 1, '53	538,087	68,300	606,387
Dec. 1, '53	430,876	29,000	459,876
Jan. 1, '54	428,125	36,600	464,725
Feb. 1, '54	466,176	60,600	526,776
Mar. 1, '54	503,866	62,000	565,866

†Field stocks include cars actually at dealerships, those warehoused by dealers and factories, and demonstrators.

*Revised.

COMMERCIAL FAILURES IN THE UNITED STATES



Prepared by Dun & Bradstreet, Inc.

How Endowed Colleges Invest Their Funds

Institutions	Total	Bonds	Pfd. Stocks	Common Stocks	Real Estate Mtgs., etc.	Other
Amherst College	$23,461,786	38.92	8.01	49.95	3.12	.....
California, Univ. of	62,428,769	57.29	10.60	29.28	2.23	.....
Cornell University	58,532,872	50.13	3.08	46.79	.....	.....
Dartmouth College	29,490,401	36.79	3.53	43.25	16.29	.14
Harvard University	307,984,832	44.63	5.33	49.03	1.01	.....
Mount Holyoke College	8,416,191	39.26	9.46	32.95	2.11	16.22
Northwestern University	87,283,110	31.78	.30	37.56	24.50	5.86
Oberlin College	27,450,980	37.65	17.58	30.98	11.90	1.89
Pennsylvania, Univ. of	45,010,946	25.46	10.73	49.26	.67	13.88
Princeton University	70,404,830	41.10	9.37	48.23	1.30	.....
Radcliffe College	8,439,561	46.79	8.28	44.93	.....	.....
Smith College	11,713,802	34.09	10.20	55.71	.....	.....
Trinity College	7,055,577	26.20	5.23	67.96	.61	.....
Vanderbilt University	38,137,000	29.10	4.11	37.84	24.26	4.69
Williams College	19,304,821	32.54	15.51	47.96	3.99	.....

Monthly Service Departmental Averages

Type of service bought (percentagewise) to total repair orders written in 1953

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Av. for Yr.
Lubrications	19.78	21.10	21.60	23.00	23.46	23.35	32.60	32.60	32.25	31.95	31.70	30.85	27.02
Oil Changes	14.82	16.03	16.42	17.14	18.14	17.85	24.70	24.90	24.75	24.80	24.80	23.95	20.69
Wash-Polish	5.71	6.39	6.07	6.28	5.85	5.28	7.05	6.95	7.35	7.70	7.60	7.60	6.65
Minor Motor Work	33.89	33.57	32.82	31.60	32.07	32.32	45.60	45.20	42.60	46.45	49.80	49.25	39.60
Major Motor Work	5.82	6.42	6.32	6.21	6.21	6.25	8.65	8.40	8.65	9.20	9.30	9.45	7.57
Brake Work	8.10	8.75	9.17	9.78	10.07	10.25	14.75	14.20	13.60	12.80	12.40	12.45	11.36
Chassis	12.17	13.28	13.67	15.07	15.46	15.96	22.80	22.65	21.50	20.60	20.05	19.55	17.73
Body & Paint	7.78	8.75	8.42	8.85	8.96	8.75	12.85	12.90	12.90	13.25	12.60	12.40	10.70
Misc.	4.21	4.82	4.96	4.42	4.57	4.67	7.95	7.20	7.60	8.50	9.80	9.20	6.49
Av. No. of Items Per Repair Order	1.12	1.19	1.19	1.22	1.25	1.25	1.76	1.75	1.71	1.75	1.78	1.74	1.48

—Courtesy John E. Wolf Co.

Network Expenditure of Individual Passenger Car Advertisers, '45-'53

Advertiser	RADIO Total 1945	Total 1946	Total 1947	Total 1948	Total 1949	Total 1950	Total 1951	Total 1952	Total 1953
Buick	$.....	$.....	$.....	$.....	$.....	$.....	$ 86,389	$ 92,337	$ 70,810
Cadillac	.....	.....	.....	.....	.....	.....	.....	.....	63,330
Chevrolet	.....	.....	.....	127,539	7,850	40,100	5,526	63,602	960,947
Chrysler	780,148	336,672	231,717	819,306	898,176	904,908	.....	.....	1,227
DeSoto-Plym.	.....	.....	.....	.....	.....	.....	834,161	795,876	822,428
Dodge	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fisher Body	.....	.....	.....	.....	4,022	4,278	7,834	14,500	15,277
Ford	1,528,470	1,534,667	908,970	1,635,294	1,251,459	713,042	.....	143,778	200,769
General Motors	1,158,392	1,483,220	978,487	1,048,500	603,420	616,510	502,510	486,430	688,590
Hudson	.....	.....	.....	.....	.....	.....	.....	.....	64,701
Kaiser-Frazer	.....	.....	244,114	957,708	726,486	.....	.....	.....	1,087,055
Nash	542,293	608,700	.....	86,148	.....	.....	.....	.....	.....
Oldsmobile	.....	.....	.....	.....	.....	.....	.....	138,089	.....
Packard	.....	.....	.....	.....	.....	.....	.....	.....	472,622
Plymouth	.....	.....	.....	.....	.....	.....	46,700	149,445	81,300
Pontiac	.....	.....	.....	.....	21,500	.....	96,485	28,635	.....
Studebaker	.....	18,643	64,153	64,218	140,392	70,940	.....	.....	.....
Willys	.....	.....	.....	.....	.....	.....	.....	228,278	1,177,780
Miscellaneous	.....	.....	.....	66,618*	.....	.....	.....	.....	.....
Total	$4,009,303	$3,981,902	$2,427,441	$4,805,331	$3,653,305	$2,349,778	$1,593,090	$2,140,970	$5,706,836

*Tucker Corp.
These figures represent rate of network facilities only.
Talent costs of programs are not included.

Motor Truck Factory Sales by Gross Vehicle Weight

TOTAL SALES FROM U. S. PLANTS

G.V.W.) In lbs.)	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
December, 1952	57,028	22,466	4,266	16,898	2,625	8,915	4,016	116,214
12 Months, 1952	505,316	234,568	56,308	219,284	45,617	105,451	46,246	1,212,790
January, 1953	53,077	21,481	4,087	16,333	3,950	8,766	3,905	111,599
February	45,121	18,279	3,413	13,305	4,287	8,255	4,080	96,740
March	59,951	25,153	6,159	22,962	5,618	9,503	4,783	134,129
April	55,652	25,680	5,770	21,005	5,187	8,856	4,604	126,754
May	43,812	16,293	3,580	13,379	4,823	7,900	3,656	93,443
June	33,297	11,628	2,169	10,102	4,549	8,217	4,101	74,063
July	51,318	18,697	4,220	15,768	4,231	7,635	3,753	105,622
August	47,884	18,611	4,241	15,599	3,850	6,930	4,363	101,478
September	49,159	18,000	3,610	14,390	3,508	5,163	4,221	98,051
October	44,951	17,658	3,355	13,513	3,671	4,458	4,349	91,955
November	35,187	12,524	2,851	12,192	2,444	4,899	3,613	73,710
December	43,700	17,813	3,169	16,567	3,510	6,191	3,702	94,652
12 Months, 1953	563,109	221,817	46,624	185,115	49,628	86,773	49,130	1,202,196

U. S. DOMESTIC MARKET

G.V.W.) in lbs.)	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
December, 1952	52,444	20,188	3,722	13,720	1,935	8,256	3,783	104,048
12 Months, 1952	454,055	206,935	47,494	168,770	33,121	97,559	43,190	1,051,124
January, 1953	47,234	19,101	3,669	12,622	3,344	8,271	3,638	97,879
February	40,616	16,600	3,087	11,068	3,409	7,621	3,811	86,212
March	55,910	22,798	5,588	19,354	4,776	9,067	4,550	122,043
April	51,743	23,352	5,078	17,700	4,287	8,200	4,427	114,787
May	39,635	14,428	2,729	10,788	3,982	7,481	3,390	82,433
June	31,516	10,148	1,575	7,700	3,567	7,687	3,870	66,063
July	45,857	16,564	3,437	12,956	3,442	7,051	3,481	92,788
August	43,833	16,489	3,397	12,385	3,370	6,356	4,081	89,911
September	45,175	15,958	3,096	11,207	2,974	4,625	3,884	86,919
October	40,679	15,218	2,702	10,097	2,860	4,005	3,980	79,541
November	31,447	11,309	2,544	9,552	1,916	4,575	3,439	64,781
December	39,010	14,945	2,747	12,308	2,592	5,208	3,414	80,224
12 Months, 1953	512,655	196,910	39,649	147,737	40,519	80,146	45,965	1,063,581

EXPORTS FROM U. S. (INCLUDES EXPORTS TO CANADA)

G.V.W.) in lbs.)	5,000 & Less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000	Total
December, 1952	4,584	2,278	544	3,178	690	659	233	12,166
12 Months, 1952	51,261	27,633	8,814	50,514	12,496	7,892	3,056	161,666
January, 1953	5,843	2,380	418	3,711	606	495	267	13,720
February	4,505	1,679	326	2,237	878	634	269	10,528
March	4,041	2,355	571	3,608	842	436	233	12,086
April	3,909	2,328	692	3,305	900	656	177	11,967
May	4,177	1,865	851	2,591	841	419	266	11,010
June	1,781	1,480	594	2,402	982	530	231	8,000
July	5,461	2,133	783	2,812	789	584	272	12,834
August	4,051	2,122	844	3,214	480	574	282	11,567
September	3,984	2,042	514	3,183	534	538	337	11,132
October	4,272	2,440	653	3,416	811	453	369	12,414
November	3,740	1,215	307	2,640	528	325	174	8,929
December	4,690	2,868	422	4,259	918	983	288	14,428
12 Months, 1953	50,454	24,907	6,975	37,378	9,109	6,627	3,165	138,615

Source: Automotive Manufacturers Assn.

Motor Truck Factory Sales by G.V.W., 1946-1953

YEAR	5,000 lb. & Less Units	% of Total	5,001-10,000 lb. Units	% of Total	10,001-14,000 lb. Units	% of Total	14,001-16,000 lb. Units	% of Total	16,001-19,500 lb. Units	% of Total	19,501-26,000 lb. Units	% of Total	Over 26,000 lb. Units	% of Total	Total Units	% of Total
1953	563,109	46.8	221,817	18.5	46,624	3.9	185,115	15.4	49,628	4.1	86,773	7.2	49,130	4.1	1,202,196	100
1952	505,218	41.7	234,568	19.3	56,308	4.6	219,285	18.1	45,617	3.8	105,451	8.7	45,943	3.8	1,212,390	100
1951	589,149	41.5	260,360	18.3	99,140	7.0	278,098	19.6	68,937	4.9	81,073	5.7	42,254	3.0	1,419,011	100
1950	627,405	47.1	266,043	20.0	89,156	6.7	219,918	16.5	53,484	4.0	47,029	3.5	29,239	2.2	1,332,274	100
1949	513,148	45.5	279,359	24.8	84,605	7.5	173,137	15.3	37,227	3.3	23,798	2.1	17,351	1.5	1,128,625	100
1948	485,088	35.6	267,720	19.6	182,500	13.4	280,535	20.6	76,711	5.6	50,023	3.7	21,279	1.5	1,363,856	100
1947	375,445	30.8	182,490	14.9	265,989	21.8	285,589	23.4	41,606	3.4	42,761	3.5	26,754	2.2	1,220,634	100
1946	330,730	35.5	88,236	9.5	247,912	26.6	200,574	21.6	24,162	2.6	25,252	2.7	13,874	1.5	930,739	100

Television

1953 Network Gross Time Sales

	CBS	NBC	ABC	DuMont	TOTAL
AUTOMOTIVE:					
Chrysler Corp.	$ 928,341	$2,078,451	$168,030	$.....	$ 3,174,822
Ford Motor Co.	2,661,670	1,638,604	.....	15,306	4,315,580
General Motors Corp.	1,956,323	5,018,658	34,500	22,384	7,031,865
Hudson	.....	.....	.....	.....	.....
Kaiser Motor Corp.	501,525	167,105	27,272	.....	695,902
Nash-Kelvinator	.....	8,775	.....	.....	8,775
Packard Motor Corp.	94,724	.....	.....	17,280	112,004
Studebaker	.....	71,902	.....	.....	71,902
TOTAL	$6,142,583	$8,983,495	$229,802	$ 54,970	$15,410,850
TIRES:					
Firestone Tire & Rubber Co.	$	$1,571,610	.....	.....	$ 1,571,610
General Tire & Rubber Co.	.....	.....	.....	.....	.....
Goodrich Tire & Rubber Co.	848,997	.....	.....	.....	848,997
Goodyear Tire & Rubber Co.	.....	1,450,235	.....	.....	1,450,235
U. S. Rubber Co.	.....	89,824	.....	.....	89,824
TOTAL	$ 848,997	$3,111,669	.....	.....	$ 3,960,666
ACCESSORIES:					
American Home Products	.....	.....	.....	$203,325	$ 203,325
Electric Auto Lite Co.	1,180,623	.....	.....	.....	1,180,623
TOTAL	$1,180,623	.....	.....	$203,325	$ 1,383,948

Source: Publishers Information Bureau, Inc.

Radio

1953 Network Gross Time Sales

	CBS	NBC	ABC	MBS	TOTAL
AUTOMOTIVE:					
Chrysler Corp.	$ 82,577	$ 822,428	$	$	$ 905,005
Ford Motor Co.	200,769	.....	.....	.....	200,769
General Motors Corp.	59,115	660,468	1,063,054	16,317	1,798,954
Hudson	64,701	.....	.....	.....	64,701
Kaiser Motors Corp.	2,232,824	.....	32,011	.....	2,264,835
Nash-Kelvinator	.....	.....	.....	.....	.....
Packard Motor Corp.	44,000	.....	428,622	.....	472,622
Total	$2,683,986	$1,482,896	$1,523,687	$16,317	$5,706,886
TIRES:					
Firestone Tire & Rubber Co.	$.....	$ 745,643	$	$	$ 745,643
General Tire & Rubber Co.	.....	.....	.....	16,000	16,000
Goodrich Tire & Rubber Co.	.....	34,737	.....	.....	34,737
Goodyear Tire & Rubber Co.	.....	.....	333,684	.....	333,684
Total	.....	$ 780,380	$ 333,684	$16,000	$1,130,064
ACCESSORIES:					
American Home Products	.....	$ 13,831	$	$	$ 13,831
Electric Auto Lite Co.	698,747	.....	.....	.....	698,747
Continental Mfg. Co.	17,300	.....	.....	.....	17,300
Total	$ 716,047	$ 13,831	.....	.....	$ 729,878

Source: Publishers Information Bureau, Inc.

Canadian Sales and Excise Taxes

Remitted to the Federal Government by the Canadian Automobile Industry—1953

	Sales Tax	Excise Tax	TOTAL
January	$ 4,313,345	$ 4,057,718	$ 8,371,063
February	6,189,218	6,563,510	12,752,728
March	8,250,525	8,396,603	16,647,128
April	9,323,298	9,523,729	18,847,027
May	9,524,971	9,528,079	19,053,050
June	8,691,280	9,025,735	17,717,015
July	9,011,500	9,669,272	18,680,772
August	6,514,841	6,883,554	13,398,395
September	4,545,334	4,775,691	9,321,025
October	4,896,307	5,423,285	10,319,592
November	4,948,534	5,279,618	10,228,152
December	3,887,597	3,547,586	7,429,183
12 Months Total—1953	$80,090,750	$82,674,380	$162,765,130
12 Months Total—1952	$68,298,826	$70,189,037	$138,487,863

Employes, Payroll, Dealers

	Employes	Payroll	Dealers
January	36,240	$ 11,726,265	5,208
February	38,161	11,962,057	5,092
March	39,119	13,262,888	5,127
April	39,349	13,295,852	5,182
May	39,797	13,152,136	5,233
June	40,004	13,220,457	5,206
July	39,384	14,626,484	5,205
August	38,046	9,235,070	5,186
September	37,563	11,569,828	5,134
October	36,995	11,455,850	5,145
November	32,743	10,107,257	5,112
December	38,018	12,507,457	5,075
12 Months Total—1953		$146,121,601	
12 Months Total—1952		$131,992,273	

Compiled by Canadian Automobile Chamber of Commerce, Inc., from reports from 10 manufacturers.—18th January, 1954.

Service Gains in 2nd Half

	1st Quarter	2nd Quarter	3rd Quarter	Aver. for Year
Lubrication	20.8%	23.3%	32.5%	26.7%
Oil Changes	15.8	17.7	24.8	20.4
Wash-polish	6.1	5.8	7.1	6.6
Minor motor	33.4	32.0	44.5	38.7
Major motor	6.2	6.2	8.6	7.4
Brakes	8.7	10.0	14.2	11.3
Chassis	13.0	15.5	22.3	17.8
Body	8.3	8.9	12.9	10.8
Miscellaneous	4.7	4.6	7.6	6.3
Items per repair order	1.17	1.24	1.74	1.45
Customer labor per repair order	$9.07	$8.96	$9.22	$9.08
Repair parts per repair order	$7.19	$7.03	$7.18	$7.13

(Figures show percentage of times each service appeared on repair order from an analysis of 1.5 million orders by John E. Wolfe Co. Customer labor and parts sales figures from compilations made by Automotive News, representing more than 20,000 dealers.)

Estimated Consumption of Motor Fuel and Oil on Farms for 1952 by Automobiles, Trucks and Tractors

	GALLONS OF MOTOR FUEL				GALLONS OF MOTOR OIL			
	Automobiles	Trucks	Tractors	TOTAL	Automobiles	Trucks	Tractors	TOTAL
Alabama	27,280,000	37,510,000	53,971,175	118,761,175	744,000	1,023,000	1,347,675	3,114,675
Arizona	6,721,000	7,161,000	15,520,625	29,402,625	183,300	178,500	344,375	706,175
Arkansas	30,118,000	44,352,000	73,304,000	147,774,000	814,000	1,101,600	1,749,300	3,664,900
California	100,100,000	63,591,000	155,340,800	319,031,800	2,657,200	1,734,300	3,944,200	8,335,700
Colorado	25,740,000	21,021,000	78,530,550	125,291,550	676,000	548,800	1,676,350	2,901,150
Delaware	2,992,000	1,706,100	5,599,100	10,297,200	81,600	44,650	146,000	272,250
Florida	20,295,000	14,883,000	17,913,450	53,091,450	512,500	405,900	466,800	1,385,200
Georgia	39,215,000	42,900,000	68,094,200	150,209,200	1,069,500	1,170,000	1,685,500	3,925,000
Idaho	19,890,000	14,212,000	39,668,200	73,770,200	544,000	387,600	988,000	1,919,600
Illinois	88,000,000	45,276,000	305,705,125	438,981,125	2,400,000	1,234,800	7,676,900	11,311,700
Indiana	69,069,000	28,743,000	150,035,000	247,847,000	1,883,700	737,000	3,515,000	6,135,700
Iowa	114,708,000	32,802,000	295,117,200	442,627,200	3,104,700	852,000	6,883,200	10,839,900
Kansas	69,828,000	56,100,000	236,621,700	362,549,700	1,904,400	1,300,000	5,715,500	8,919,900
Kentucky	45,360,000	39,930,000	58,334,100	143,624,100	1,242,000	1,056,000	1,365,950	3,663,950
Louisiana	32,428,000	24,200,000	59,457,525	116,085,525	877,700	629,200	1,421,700	2,928,600
Maryland	13,838,000	8,560,800	28,671,300	51,070,100	377,400	232,000	664,200	1,273,600
Michigan	73,788,000	24,320,000	114,457,000	212,565,000	2,012,400	665,600	2,930,375	5,608,375
Minnesota	88,440,000	33,453,000	243,645,650	365,538,650	2,412,000	891,000	5,611,800	8,914,800
Mississippi	36,344,000	43,560,000	63,154,500	143,058,500	985,600	1,135,200	1,482,500	3,603,300
Missouri	62,361,000	43,560,000	144,670,000	250,591,000	1,690,000	1,134,000	3,302,250	6,126,250
Montana	16,948,000	16,632,000	70,528,700	104,108,700	456,000	453,600	1,707,200	2,616,800
Nebraska	57,088,000	24,310,000	157,328,625	238,726,625	1,561,600	650,000	4,105,500	6,317,100
Nevada	1,689,600	2,233,000	3,935,500	7,858,100	46,200	59,500	89,250	194,950
New England	39,798,000	28,721,000	31,048,850	99,567,850	1,089,000	746,000	781,550	2,616,550
New Jersey	14,355,000	12,012,000	19,344,000	45,711,000	391,500	286,000	544,050	1,221,550
New Mexico	10,103,500	9,768,000	20,364,150	40,235,650	267,200	259,000	466,800	993,000
New York	54,270,000	30,690,000	84,515,200	169,475,200	1,485,000	775,000	2,195,200	4,455,200
North Carolina	68,340,000	40,128,000	77,157,225	185,625,225	1,870,000	1,064,000	1,936,575	4,870,575
North Dakota	32,186,000	21,824,000	158,355,900	212,365,900	877,800	595,200	3,840,300	5,313,300
Ohio	89,452,000	35,332,000	134,726,600	259,510,600	2,439,600	912,500	3,197,625	6,549,725
Oklahoma	51,777,000	44,000,000	131,796,000	227,573,000	1,405,800	1,200,000	3,242,600	5,848,400
Oregon	34,848,000	21,060,000	52,728,000	108,636,000	891,000	576,000	1,352,000	2,819,000
Pennsylvania	62,964,000	30,528,000	99,862,100	193,354,100	1,717,200	792,000	2,659,050	5,168,250
South Carolina	34,200,000	18,810,000	37,153,075	90,163,075	936,000	513,000	909,500	2,358,500
South Dakota	38,313,000	17,501,000	126,787,500	182,601,500	1,044,900	473,000	3,018,750	4,536,650
Tennessee	42,625,000	41,250,000	61,029,900	144,904,900	1,162,500	1,125,000	1,470,600	3,758,100
Texas	144,180,000	109,725,000	343,322,000	597,227,000	3,888,000	2,887,500	8,494,000	15,269,500
Utah	10,890,000	10,378,500	16,581,600	37,850,100	281,250	268,250	465,300	1,014,800
Virginia	50,600,000	25,080,000	44,222,550	119,902,550	1,360,000	684,000	1,108,825	3,152,825
Washington	40,953,000	32,400,000	54,544,500	127,897,500	1,095,000	756,000	1,426,000	3,277,000
West Virginia	15,249,000	14,476,000	7,749,000	37,474,000	409,500	364,000	189,000	962,500
Wisconsin	79,420,000	31,160,000	144,030,800	254,610,800	2,166,000	852,800	3,610,800	6,629,600
Wyoming	8,008,000	8,932,000	16,544,250	33,484,250	210,000	196,000	425,700	831,700
TOTAL	1,964,772,100	1,254,791,400	4,101,467,225	7,321,030,725	53,223,050	32,949,500	100,153,750	186,326,300

Source: Farm Implement News—September, 1953. (Estimates of Automobiles, Trucks and Tractors on Farms, January 1, 1953.)
Farm Consumption of Liquid Petroleum Fuels and Motor Oil — U. S. Dept. of Agriculture — Bureau of Agricultural Economics — Issued 1949. (Adjusted to current estimates.)

Compiled by Research Department—Farm Journal, Inc.

Farm Vehicle Survey by States—1953

	Tractors on Farms*	Motor Trucks on Farms*	Autos on Farms*	Cash Farm Income** (thousands)	Commercial Farms†	Total Number of Farms†
Alabama	74,796	57,232	83,322	$435,834	118,217	211,512
Arizona	12,117	9,893	14,345	415,730	6,724	10,412
Arkansas	84,390	72,701	75,034	619,720	112,968	182,429
California	143,365	163,178	181,666	2,805,755	99,132	137,169
Colorado	59,592	42,911	54,520	579,583	36,491	45,578
Connecticut	11,752	13,274	20,821	168,433	9,157	15,615
Delaware	7,106	4,138	7,394	104,195	5,554	7,448
Florida	30,205	32,196	43,592	469,844	30,145	56,921
Georgia	87,744	69,760	116,227	651,881	122,239	198,191
Idaho	43,877	28,811	42,596	376,356	32,342	40,284
Illinois	257,913	97,088	211,193	2,000,124	159,822	193,868
Indiana	162,221	57,681	166,433	1,095,061	122,879	166,627
Iowa	270,377	68,031	289,397	2,328,189	187,718	203,159
Kansas	160,570	98,417	143,691	1,391,911	112,187	131,394
Kentucky	85,669	43,311	131,391	583,234	134,585	218,516
Louisiana	54,331	39,537	59,317	420,370	70,462	124,180
Maine	19,645	18,763	23,251	217,403	15,768	30,358
Maryland	32,082	24,791	41,915	269,175	23,452	42,107
Massachusetts	15,883	14,974	23,213	202,764	13,078	22,189
Michigan	158,026	61,125	172,844	743,975	106,824	155,589
Minnesota	228,805	76,133	206,861	1,300,523	157,022	179,100
Mississippi	89,422	66,615	84,959	609,707	156,532	251,383
Missouri	168,672	80,453	170,670	1,132,366	164,587	230,045
Montana	50,706	43,116	37,112	391,858	29,966	35,085
Nebraska	142,067	62,709	129,687	1,159,623	100,018	107,183
Nevada	5,434	4,070	3,673	59,186	2,319	3,110
New Hampshire	7,524	7,482	12,670	66,751	6,393	13,391
New Jersey	26,333	26,515	31,306	358,127	18,071	24,838
New Mexico	17,971	17,376	17,383	242,536	14,106	23,598
New York	123,771	71,379	135,301	929,771	87,889	124,957
North Carolina	116,571	68,147	175,464	930,060	193,545	288,508
North Dakota	109,538	60,376	74,491	523,109	62,701	65,401
Ohio	185,181	71,731	229,163	1,072,397	134,456	199,359
Oklahoma	108,696	86,193	101,456	704,237	92,569	142,246
Oregon	50,662	25,925	71,159	473,755	34,469	59,826
Pennsylvania	126,909	66,013	163,868	847,784	88,230	146,887
Rhode Island	1,872	2,577	2,959	26,465	1,560	2,598
South Carolina	53,899	36,010	95,767	380,400	83,300	139,364
South Dakota	99,435	41,265	77,971	553,769	62,738	66,462
Tennessee	86,907	67,582	125,415	523,224	138,215	231,631
Texas	281,616	160,841	269,180	2,122,445	226,202	334,304
Utah	19,226	18,363	26,010	178,503	17,080	24,176
Vermont	13,376	10,458	17,745	117,190	13,056	19,034
Virginia	68,507	54,925	102,845	501,165	78,486	150,994
Washington	54,778	52,371	74,160	597,418	39,342	69,818
West Virginia	17,545	27,932	43,250	134,211	23,013	81,434
Wisconsin	187,992	76,034	191,323	1,142,640	145,774	168,560
Wyoming	19,136	14,505	13,283	163,882	10,533	12,613
U. S. TOTAL	4,234,212	2,414,908	4,587,293	$33,122,639	3,701,916	5,389,451

*Estimates 1953 **—1952 †Bureau of the Census 1950.

Source: Implement & Tractor.

Farm Facts

STATE	Number of Farms	Income Per Farm	Number of Farms Reporting Electricity	Value of Farm Land & Buildings
Maine	30,358	$7,034	26,715	$ 226,518,000
New Hampshire	13,391	5,276	13,152	124,845,000
Vermont	19,043	5,950	17,833	196,405,000
Massachusetts	22,220	9,143	20,481	314,710,000
Rhode Island	2,598	10,607	2,449	44,328,000
Connecticut	15,615	11,304	14,737	315,251,000
New England	103,225	7,796	95,367	1,222,057,000
New York	124,977	7,580	118,728	1,467,452,000
New Jersey	24,838	13,991	24,144	505,278,000
Pennsylvania	146,887	5,591	138,143	1,512,755,000
Middle Atlantic	296,702	7,132	281,015	3,485,485,000
Delaware	7,448	13,937	6,874	97,141,000
Maryland	36,107	7,276	33,984	507,225,000
District of Columbia	28	*	*	4,666,000
Virginia	150,997	3,370	144,269	1,277,084,000
West Virginia	81,434	1,654	71,007	487,209,000
North Carolina	288,508	3,289	271,455	1,905,714,000
South Carolina	139,364	2,782	122,129	820,349,000
Georgia	198,191	3,294	178,283	1,114,506,000
Florida	56,921	8,764	46,532	945,871,000
South Atlantic	958,998	3,648	874,533	7,159,765,000
Ohio	199,359	5,505	194,215	2,858,969,000
Indiana	166,627	6,713	165,516	2,691,273,000
Illinois	195,268	10,320	184,929	5,394,905,000
Michigan	155,589	4,730	155,504	1,701,440,000
Wisconsin	168,561	6,786	161,658	2,056,925,000
East North Central	885,404	6,902	861,822	14,703,512,000
Kentucky	218,476	2,638	190,276	1,572,256,000
Tennessee	231,631	2,265	212,435	1,431,966,000
Alabama	211,512	2,131	180,856	1,017,075,000
Mississippi	251,383	2,210	180,263	1,147,791,000
East South Central	913,002	2,308	763,830	5,169,088,000
Minnesota	179,101	7,169	169,742	2,777,312,000
Iowa	203,159	10,899	199,958	5,506,670,000
Missouri	230,045	4,741	206,847	2,235,939,000
North Dakota	65,401	8,026	55,730	1,188,860,000
South Dakota	66,452	8,466	58,172	1,401,787,000
Nebraska	107,183	10,852	101,407	2,735,039,000
Kansas	131,394	9,039	121,964	3,198,628,000
West North Central	982,735	8,168	913,820	19,044,235,000
Arkansas	182,429	3,282	151,147	1,135,671,000
Louisiana	124,181	3,597	111,249	920,939,000
Oklahoma	142,246	4,795	115,931	1,851,460,000
Texas	331,567	6,611	289,718	6,718,426,000
West South Central	780,423	5,022	668,045	10,626,496,000
Montana	35,085	11,194	29,816	999,061,000
Idaho	40,284	9,140	38,994	923,292,000
Wyoming	12,614	12,636	11,321	454,862,000
Colorado	45,578	13,332	41,059	1,211,818,000
New Mexico	23,599	8,995	17,107	713,360,000
Arizona	10,412	36,844	9,457	603,851,000
Utah	24,176	7,354	23,014	471,242,000
Nevada	3,110	16,614	2,078	135,907,000
Mountain	194,858	12,077	172,846	5,513,393,000
Washington	69,820	8,176	69,168	1,470,208,000
Oregon	59,827	6,871	58,841	1,216,088,000
California	137,168	19,893	129,173	5,650,279,000
Pacific	266,815	13,907	257,182	8,336,575,000
Total United States	5,382,162	$6,066	4,888,460	$75,260,606,000

Sources: 1950 Census of Agriculture.
The Farm Situation, July—August, 1953.
U. S. Dept. of Agriculture—R. E. A. Release—September 25, 1953.

Compiled by Research Department, Farm Journal, Inc.

U.S. Imports of Passenger Cars 1940-1953

	NEW		USED	
	No.	Value	No.	Value
1940	253	$ 401,214	302	$140,207
1941	50	52,165	308	153,304
1942	25	19,333	372	174,832
1943	74	90,067	217	96,378
1944	11	14,639	298	161,657
1945	51	80,162	475	366,719
1946	1,374	1,415,127	574	365,218
1947	1,453	1,742,473	646	510,618
1948	28,047	29,637,141	381	357,959
1949	7,543	8,623,783	308	285,170
1950	21,287	20,511,101	321	275,905
1951	23,697	26,388,547	461	378,044
1952	33,306	44,698,689	632	677,921
1953	29,505	42,055,954	863	1,071,511

Source: Automotive Div., Business and Defense Services Adm., Dept. of Com., Wash., D. C.

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* FIGURES QUOTED ARE BASED ON THE CROWELL COLLIER AUTOMOTIVE STUDY FOR 1953
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Publishers of The American Magazine, Collier's, Woman's Home Companion, and Collier's Encyclopedia.

General Motors

Unit Sales of Cars and Trucks

Sales to Dealers and Overseas Shipments

Postwar

Sales of Autos Produced in the U. S.: PASSENGER CARS	1953	1952	1951	1950	1949	1948
Buick	481,557	315,301	405,880	554,326	397,978	273,845
Cadillac	104,999	95,420	104,601	109,515	82,043	65,714
Chevrolet	1,477,382	871,503	1,124,846	1,517,609	1,106,051	775,199
Oldsmobile	323,361	224,684	286,452	397,884	282,734	193,853
Pontiac	413,060	274,177	345,234	467,259	333,398	254,684
TOTAL Passenger Cars	2,800,359	1,781,085	2,267,013	3,046,593	2,202,204	1,563,295
TRUCKS AND COACHES						
Chevrolet	361,848	329,086	431,010	492,002	381,591	391,141
GMC	113,026	123,258	129,644	112,557	86,677	97,306
Other	1,353	968	1,823	2,206	2,422	.....
TOTAL Trucks and Coaches	476,227	453,312	562,477	606,765	470,690	488,447
Sales of Cars and Trucks Produced in:						
U. S. Plants	3,276,586	2,234,397	2,829,490	3,653,358	2,672,894	2,051,742
Canadian Plants	219,413	199,763	186,996	158,805	91,503	94,563
TOTAL U. S. and Canada	3,495,999	2,434,160	3,016,486	3,812,163	2,764,397	2,146,305
Overseas Plants:						
Holden	44,175	31,945	25,177	20,113	7,725	112
Opel	110,164	83,282	77,594	72,568	40,058	—
Vauxhall	110,141	79,813	77,877	87,454	84,168	74,576
TOTAL Overseas Plants	264,480	195,040	180,648	180,135	131,951	74,688
TOTAL SALES All Sources	3,760,479	2,629,200	3,197,134	3,992,298	2,896,348	2,220,993

Prewar

Sales of Autos Produced in the U. S.: PASSENGER CARS	1941	1940	1939	1938	1937
Buick	317,986	310,823	230,088	175,369	225,936
Cadillac	60,037	40,206	38,390	28,297	44,724
Chevrolet	934,282	892,109	647,099	489,653	867,734
Oldsmobile	231,788	213,907	158,005	94,225	211,715
Pontiac	283,885	249,380	169,320	99,211	231,615
TOTAL passenger cars	1,827,978	1,706,425	1,242,902	886,755	1,581,724
TRUCKS AND COACHES					
Chevrolet	321,826	243,717	244,473	166,118	264,897
GMC	.....	.....	.....	.....	.....
Other	.....	.....	.....	.....	.....
TOTAL trucks and coaches	321,826	243,717	244,473	166,118	164,897
Sales of Cars and Trucks Produced in:					
United States Plants	2,149,804	1,950,142	1,487,375	1,052,873	1,846,621
Canadian Plants	107,214	75,071	55,170	56,028	81,212
TOTAL U. S. and Canada	2,257,018	2,025,213	1,542,545	1,108,901	1,927,833
Overseas Manufacturing Plants	43,010	55,353	184,310	199,742	188,116
TOTAL SALES from all sources	2,300,028	2,080,566	1,726,855	1,308,643	2,115,949

NOTES: Sales from all sources for the intervening years omitted from the table above were as follows: 1,992,371 units in 1947; 1,229,034 units in 1946; 308,044 units in 1945; 317,032 units in 1944; 194,144 units in 1943; and 348,806 units in 1942. Opel was not under GM control 1940-1948; sales therefore omitted for those years.

GMC includes sales of GMC Truck & Coach Division beginning October 1, 1943. Sales by its predecessor, Yellow Truck & Coach Mfg. Co., were as follows: first nine months of 1943—107,785; 1942—151,070; 1941—112,591; 1940—61,352; 1939—44,571; 1938—24,963; and 1937—57,816.

Chrysler vs. General Motors

Stock Price Ranges and Related Items

Year	Approx. Price Range Chrysler	Approx. Price Range GM	Price-Earn. Ratios Chrysler	Price-Earn. Ratios GM	Yield on Average Price Chrysler	Yield on Average Price GM
Current	61	66	10.2*	11.0*	9.8*	6.1*
1953	96 -59	70 -54	11.2 - 6.9	10.4 - 8.1	7.8	6.5
1952	98 -68	68 -50	10.8 - 7.5	11.0 - 8.0	7.2	6.7
1951	82 -65	54 -46	9.9 - 7.9	9.6 - 8.2	10.2	8.0
1950	84 -62	55 -34	5.7 - 4.2	5.9 - 3.6	13.3	13.5
1949	68 -44	36 -26	4.5 - 2.9	5.0 - 3.5	9.3	12.8
1948	66 -51	33 -25	6.4 - 4.9	6.8 - 5.2	6.8	7.7
1947	67 -43	33 -26	8.7 - 5.5	10.5 - 8.3	5.2	5.1
1946	70 -37	40 -24	22.8 -12.1	45.7 -27.3	2.8	3.5
1941	36 -21	24 -17	7.8 - 4.5	10.9 - 6.4	10.5	9.7
1940	46 -26	28 -18½	10.5 - 6.1	13.1 - 8.6	7.6	8.0
1939	47 -26	28½-18	11.1 - 6.3	14.1 - 9.0	6.8	7.5
1938	44 -17	27 -12½	20.4 - 8.2	24.9 -11.7	3.2	3.8
1937	67 -23	35 -14	11.6 - 4.0	16.1 - 6.5	11.0	7.6
1936	69 -42	38½-27	9.7 - 6.0	14.4 -10.1	10.7	6.9
1935	47 -15	29½-13	11.7 - 3.8	16.1 - 7.2	3.2	5.2
1932	11 - 2½	12 - 3¾	deficit	deficit	7.5	7.8
1929	67 -13	42 -16½	27.4 - 5.3	16.7 - 6.1	3.7	5.7

*Based on estimated Chrysler 1954 earnings of $6.00; estimated General Motors 1954 earnings of $6.00. Estimated 1954 dividends, Chrysler $6.00; General Motors, $4.00.

Source: Ralph W. H. Geer, Argus Research Corp.

The Current Financial Position Of Automotive Companies

Car, Truck, Body and Trailer Manufacturers

COMPANY	INVESTED CAPITAL INCLUDING LONG TERM DEBT. (000 omitted)	BOOK VALUE PER COMMON SHARE	NET SALES (000 omitted) 1953	NET SALES 1952	NET PROFIT 1953	NET PROFIT 1952	EARNED PER COMMON SHARE 1953	EARNED PER COMMON SHARE 1952	DIVIDEND PAYMENTS 1953
Chrysler	570,118	$ 65.51	3,347,864	2,600,959	74,788,617	78,696,599	8.59	9.04	6.00
Diamond T Motor Car	13,121	31.14	82,107	79,934	870,772	1,035,800	2.07	2.46	1.00
Divco Corp.	4,663	10.14	9,789	8,747	509,116	387,343	1.13	0.86	0.70
Ford Motor of Canada			309,443	267,684	20,029,513	15,342,920	12.07	9.25	3.00
Fruehauf Trailer	83,971	32.73	184,590	155,727	6,950,344	5,711,525	4.46	3.61	2.00
Gar Wood Industries	19,581	9.33	50,396	55,925	404,336	1,739,721	.23	1.42	None
General Motors	3,116,710	30.09	10,027,985	7,549,154	598,119,478	558,721,179	6.69	6.26	4.00
Hudson	64,761	32.35	192,846	214,874	*10,411,060	8,307,848	* 5.20	4.15	0.75
Mack Trucks	67,465	37.60	173,143	170,535	2,553,393	1,048,718	1.63	0.70	None
Nash-Kelvinator	147,086	29.73	478,698	358,401	14,123,026	12,603,701	3.25	2.90	2.00
Packard	82,941	5.72	335,819	233,737	5,440,966	5,618,263	0.38	0.39	0.20
Reo Motors			144,742	156,139	2,226,363	3,266,565	4.07	6.03	2.12½ + 10% St.
Studebaker	115,160	45.93	594,250	585,313	2,687,973	14,291,789	1.14	6.06	3.00
Twin Coach *	9,416	13.30	35,200	42,155	799,879	895,798	1.42	1.62	0.50
White Motor	76,802	67.08	167,385	148,526	5,015,367	3,447,503	6.20	4.44	2.50 + 4% St.

Tire and Rubber Companies

COMPANY	INVESTED CAPITAL INCLUDING LONG TERM DEBT. (000 omitted)	BOOK VALUE PER COMMON SHARE	NET SALES (000 omitted) 1953	NET SALES 1952	NET PROFIT 1953	NET PROFIT 1952	EARNED PER COMMON SHARE 1953	EARNED PER COMMON SHARE 1952	DIVIDEND PAYMENTS 1953
Dayton Rubber	23,587	$ 24.52	57,922	54,023	1,602,203	1,500,875	2.57	2.47	2.00
Firestone	719,286	84.19	1,029,402	965,364	46,748,971	43,081,717	11.77	10.89	3.75
General Tire	76,628	41.32	205,371	185,914	7,431,802	7,097,260	5.87	5.61	2.00
Goodrich	331,386	65.99	674,613	624,102	34,226,745	32,364,003	8.16	7.60	2.75
Goodyear	528,855	63.70	1,210,509	1,138,404	49,323,167	39,009,866	10.28	8.30	3.00 + 3% St.
Lee Rubber	23,435	84.18	46,302	45,336	1,674,128	1,767,179	6.01	6.66	4.00 + 5% St.
Mansfield Tire	16,107	24.34	59,079	55,552	927,005	1,330,099	1.68	2.41	1.20
Seiberling	16,890	23.90	40,351	41,647	1,035,740	948,915	2.11	1.95	1.00
U. S. Rubber	352,484	31.83	839,845	851,101	32,732,300	28,169,956	5.19	4.33	2.00

Parts, Accessories and Miscellaneous Suppliers

COMPANY	INVESTED CAPITAL INCLUDING LONG TERM DEBT. (000 omitted)	BOOK VALUE PER COMMON SHARE	NET SALES (000 omitted) 1953	NET SALES 1952	NET PROFIT 1953	NET PROFIT 1952	EARNED PER COMMON SHARE 1953	EARNED PER COMMON SHARE 1952	DIVIDEND PAYMENTS 1953
Abrasive & Metal Products	4,456	$ 7.22	9,345	8,922	478,105	419,531	0.90	0.76	0.45
Ainsworth Mfg.	8,120	15.91	25,329	20,322	56,378	168,751	0.13	0.41	0.45
Allen Electric & Equipment	1,843	5.52	4,962	3,644	122,293	131,088	0.37	0.54	0.20 + 5% St.
Allen Industries	9,766	16.23	32,650	26,448	1,078,300	1,041,942	1.93	1.86	0.80
Allied Products	8,129	25.79	20,660	18,224	923,527	901,330	3.49	3.46	2.40
American Forging & Socket	2,726	11.78	N. A.	N. A.	387,804	178,803	1.68	.77	0.62½
American Metal Products					2,236,820	2,367,125	2.60	2.75	1.50
Baldwin Rubber	7,662	17.69	17,090	17,750	928,191	902,697	2.14	2.08	1.00
Bendix Aviation	134,221	62.45	638,545	508,702	17,352,710	15,295,159	8.20	7.22	3.00 + 7% St.
Bingham-Herbrand	7,098	15.79	20,830	13,906	476,439	495,502	1.31	1.42	0.65 + 2% St.
Bohn Aluminum	25,566	36.07	64,452	51,734	1,596,720	876,950	3.02	1.66	1.10
Borg-Warner	192,506	69.77	407,379	353,948	23,978,142	22,914,657	9.77	9.33	5.00
Bower Roller Bearing	15,118	16.80	39,811	34,221	2,753,375	2,693,782	3.06	2.99	2.00
Brown-McLaren Mfg.	796	3.19	2,395	1,911	67,296	92,605	0.27	0.37	0.25
Budd Co.	123,126	23.29	336,020	297,364	10,829,303	9,190,618	2.88	2.42	1.00
Campbell, Wyant & Cannon	14,213	41.80	29,390	31,858	1,204,628	1,403,756	3.54	4.07	2.00
Clevite Corp.	54,336	18.89	71,305	54,103	3,478,611	3,444,240	1.77	1.97	1.15
Continental Motors	47,478	12.80	298,439	264,219	6,023,812	6,126,021	1.83	1.86	0.80
Crampton Mfg.	2,121	2.92	12,643	7,056	230,158	115,647	0.37	0.18	0.20
Dana Corp.	87,124	23.85	203,000	162,644	11,144,821	9,601,736	4.35	3.73	3.00
Decker Mfg.	1,148	4.08	2,021	1,748	219,014	132,637	0.78	0.47	0.40
Detroit Aluminum & Brass	3,210	5.66	4,565	4,428	79,783	266,284	0.18	0.59	0.40
Detroit Gasket & Mfg.	7,107	15.99	33,760	27,128	1,195,420	997,452	2.28	1.90	1.00
Detroit Harvester Co.	13,759	22.27	37,403	25,905	1,292,819	1,070,606	2.52	2.08	1.20
Detroit Stamping	1,515	5.05	4,495	3,561	327,955	288,610	1.09	0.96	0.70
Douglas & Lomason	4,677	15.43	15,455	13,322	34,888	512,762	0.11	1.69	1.00
Eaton Mfg. Co.	53,175	34.93	201,064	181,856	9,687,309	9,436,777	5.41	5.27	3.00
Electric Auto-Lite	118,958	63.25	286,236	272,991	10,567,391	9,789,494	6.73	6.55	3.00 + 5% St.
Federal Mogul	19,823	21.36	35,152	35,037	2,748,471	2,733,880	3.21	3.22	2.00
Federal Screw	4,455	21.21	N. A.	N. A.	706,780	605,774	3.36	2.88	1.50
Fuller Mfg.	9,017	23.19	17,018	18,378	864,040	972,378	2.75	3.27	1.35
Gabriel Co.	7,945	10.79	21,976	17,889	214,642	13,927	0.35	* 0.04	None
Gemmer Mfg.	5,326	8.47	23,839	20,234	410,202	* 68,036	0.75	* 0.12	None
Gerity-Michigan	5,736	6.53	15,540	17,429	41,534	800,732	0.05	1.04	None
Hall Lamp	2,822	6.45	6,482	7,324	* 678,580	115,964	* 2.15	0.37	0.10
Hastings Mfg.	6,026	5.71	N. A.	N. A.	354,592	364,661	0.34	0.35	0.30
Hayes Industries	4,657	13.98	18,121	11,314	1,001,098	550,901	3.01	1.65	1.05
Hayes Mfg. Co.	10,709	10.10	20,861	16,790	666,530	1,140,145	0.62	1.07	0.60
Higbie Mfg.	2,092	7.37	5,113	4,097	244,419	224,647	0.97	0.88	0.75 + 2% St.
Hoover Ball & Bearing	3,398	19.49	6,973	6,503	252,191	335,653	1.45	1.93	1.30
Houdaille-Hershey	29,899	21.78	91,039	64,652	2,995,229	2,171,668	3.27	2.22	1.50
Hurd Lock & Mfg.	1,754	8.77	6,801	3,750	102,057	61,542	0.51	0.31	None
Jacobs Co., F. L.	5,361	3.96	28,566	20,403	* 559,730	* 2,001,227	* 1.09	* 3.35	None
Kelsey-Hayes Wheel	48,348	31.51	138,346	102,792	4,961,150	4,485,929	4.08	3.63	1.50
Kent-Moore Organization	2,037	6.45	N. A.	N. A.	403,583	250,658	1.55	0.78	0.80
King-Seeley Corp.	14,865	31.85	43,224	31,517	1,830,948	1,635,112	3.92	3.50	2.00
Kingston Products	4,083	3.89	16,480	16,946	611,306	683,188	0.58	0.65	0.25
Lakey Foundry	5,730	11.69	15,269	16,298	433,939	744,456	0.88	1.52	0.65
Lansing Stamping	524	1.74	N. A.	N. A.	66,491	14,167	0.22	0.05	0.20
McCord Corp.	12,656	28.39	39,185	34,712	1,819,590	1,504,764	4.51	3.68	2.25
McQuay Norris Mfg.	13,604	28.56	41,893	37,020	656,427	604,340	1.67	1.51	1.00
Michigan Seamless Tube	2,459	20.71	9,360	6,995	357,887	377,209	3.01	3.18	1.50
Michigan Steel Tube Prod.	3,818	19.09	8,617	5,342	515,213	60,665	2.58	0.30	0.75
Midland Steel Products	30,773	43.27	71,414	65,019	3,036,655	4,250,978	4.61	7.19	3.00
Miller Manufacturing	5,168	5.59	11,434	10,467	555,398	566,594	0.95	0.97	0.40
Monroe Auto Equipment	7,060	10.41	19,251	18,384	573,718	256,268	1.33	0.49	0.30
Motor Products	27,608	54.44	101,573	74,293	3,102,194	2,861,832	6.62	6.11	2.00
Motor Wheel	26,778	31.66	84,240	68,872	2,975,902	2,596,414	3.52	3.07	2.00
Mt. Clemens Metal Products	3,677	5.18	8,217	7,332	309,961	303,749	0.49	0.46	0.18
Murray Corp. of America	60,132	46.11	108,922	81,336	4,054,499	4,032,127	3.90	3.87	2.00
Muskegon Motor Specialties	2,467	None	N. A.	N. A.	615,038	767,278	2.33	2.98	2.00
National Automotive Fibres	27,505	27.61	90,610	73,574	3,231,040	2,053,346	3.24	2.06	2.00
Parker Rust Proof	5,681	13.15	N. A.	N. A.	1,650,224	1,379,740	3.84	3.21	3.00
Pressed Metals of America	7,621	22.33	14,948	10,898	608,585	369,076	1.78	1.13	1.00 + 5% St.
Reynolds Spring	2,512	8.97	7,581	7,204	* 486,953	* 299,035	* 1.74	* 1.06	None
Rockwell Spring & Axle	92,752	20.33	367,947	383,314	14,215,718	13,533,964	3.12	2.97	2.00
Ryerson & Haynes	2,001	4.34	7,015	4,297	328,175	271,059	0.71	0.59	0.50
Shatterproof Glass Corp.	2,496	6.24	10,310	9,826	103,525	436,464	0.26	1.09	None
Sheller Manufacturing	19,461	18.58	46,705	44,407	3,551,035	2,635,029	3.73	2.76	1.20
Soss Manufacturing	2,786	9.64	3,799	3,621	251,689	243,776	1.08	1.04	0.90
Standard Tube	3,346	5.83	10,136	10,770	479,642	445,660	0.87	0.80	0.50
Stewart-Warner	38,942	29.00	128,798	122,552	4,081,000	4,234,000	3.04	3.30	1.80
Stubnitz Greene Spring				6,654		240,591		0.84	0.50
Thompson Products	85,304	46.84	326,400	274,080	9,652,923	9,252,579	7.12	6.83	2.00 + 10% St.
Udylite Corp.	12,636	13.96	55,473	44,960	1,641,933	1,602,019	1.89	1.84	1.00
United Specialties	5,695	25.95	18,378	12,462	470,175	369,159	2.94	2.31	1.00
Universal Products	9,155	45.77	18,539	16,959	853,896	848,083	4.27	4.24	2.50
Woodall Industries	9,375	19.34	27,577	21,261	920,957	573,792	2.11	1.21	1.00
Young Spring & Wire, L. A.	23,280	57.57	61,607	43,482	1,946,710	983,863	4.81	2.42	2.00

*—Deferred.

(Further information or full reports on any of the above companies will be supplied without charge by Wm. C. Roney & Co., Members of the New York Stock Exchange, 2 Buhl Building, Detroit 26, Mich.

a great year for PLYMOUTH dealers!

Here's why:

.... PLYMOUTH DEALERS are selling a package that's really hot! The car that part-by-part is "America's 'best-buy' low-price car."

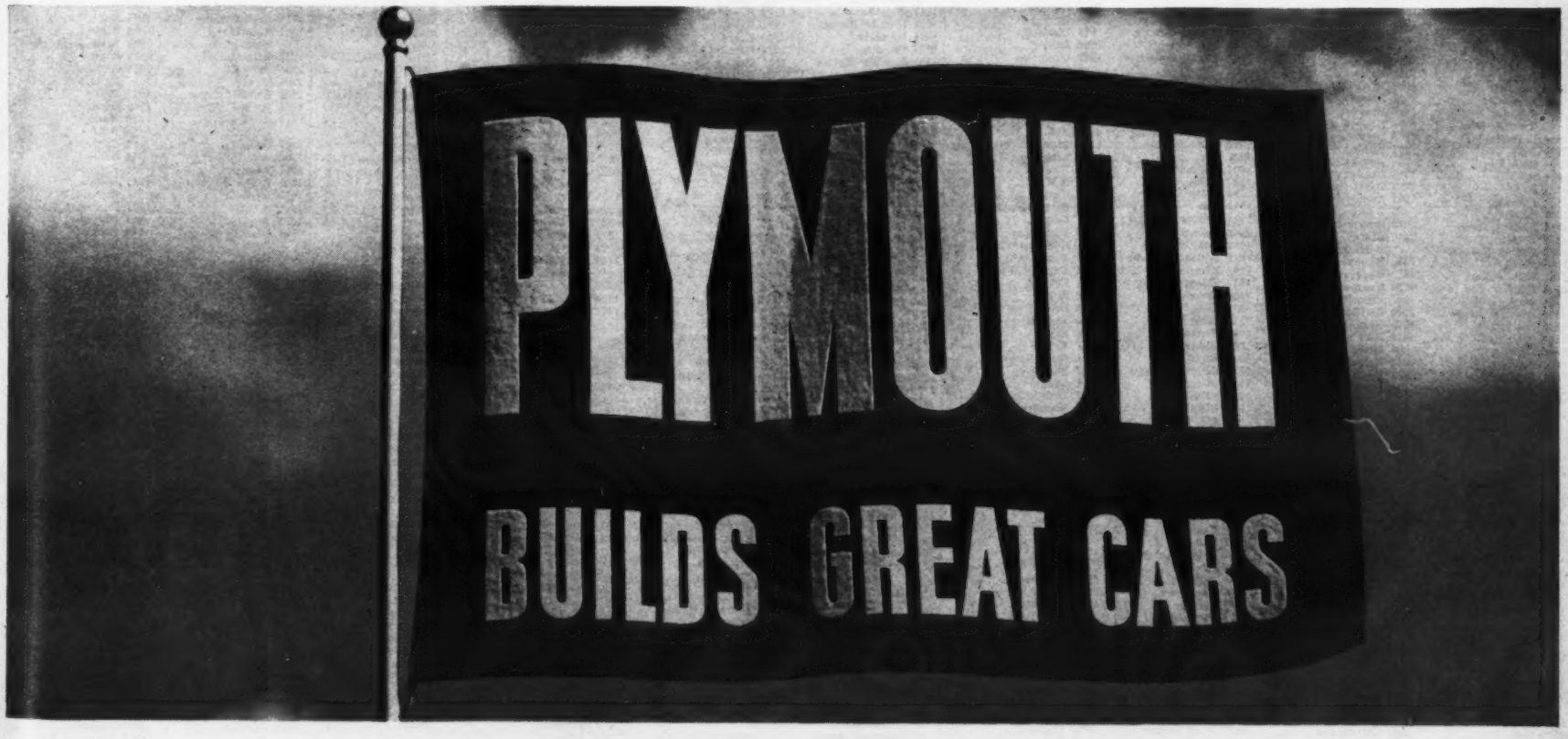
.. PLYMOUTH DEALERS are selling a great car. The public says: It's got beauty! It's got quality! It's got economy! And its exciting new power features add a smashing sales punch.

..... PLYMOUTH DEALERS are getting ever-increasing merchandising support from Plymouth's rapidly expanding sales force. For instance, the Plymouth Used Vehicle Reconditioning Clinics are now out on the road helping Plymouth dealers sell more used vehicles—and at higher prices!

..... PLYMOUTH DEALERS report sales of the beautiful new '54 Plymouth growing steadily as the year progresses!

Isn't it great to be riding on the bandwagon that's rolling along to greater sales?

Fun for the whole family. Enjoy "That's My Boy" each week on CBS-TV. See TV page of your newspaper for time and station. ■ Safety is good business for everybody! Spread this word to your customers—"Check your car—check accidents."



CHRYSLER CORPORATION'S No. 1 CAR

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

Carefully revised since the last appearance of this page in the Automotive News Almanac, the roster of American car makes, past and present, shows 1,689 names. Trucks and commercial cars are not listed. Passenger cars still in production are indicated by asterisks. There are 19 survivors, distributed among the three corporations, General Motors, Ford and Chrysler; six "independents." Truly it has been a survival of the fittest, but the mortality is not as alarming as it might seem at first glance, for many of the makes named never get beyond the blueprint stage in the early days of the industry, when companies were started but never got into production.

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—A—

1909 Abbott
1923 A.B.C.
1900 ABC Electric
Abenaque
1907 Abendroth & Root
Acadia
1920 Ace
1908 Acme
1911 Adams
1904 Adams-Farwell
1921 Adelphia
1921 Adria
1902 Adrian
1909 Advance
A.E.C.
Aero
1905 Aerocar
1948 Aerocar
1921 Aerotype
1926 Airomobile
1948 Airway
1901 Ajax
1901 Akron
1903 Alamobile
Aland
1907 Albany
1909 Alco
1911 Alden Sampson
Alda
1914 Allen
1907 Allen Kingston
Allis-Chalmers
1908 Allith
1951 Allstate
1915 All Steel
Alma
1911 Alpena
1920 Alsace
1910 Alter
1905 Altha Electric
Alto
Amalgamated
1921 Ambassador
1920 Ameo
1911 America
1901 American
1930 American Austin
1926 American Bantam
1916 American Beauty
1909 American Berliet
1902 American Electric
1921 American Fiat
1903 American Gas
American Mercedes
1909 American Mors
1909 American Napier
1900 American Power Carriage

—B—

1900 Babcock
1906 Babcock Electric
1901 Bachelles Electric
1905 Bacon
1912 Badger
1907 Bailey Electric
1899 Baker Electric
1921 Baker Steam
Balboa
1901 Baldner
1900 Baldwin
1902 Ball
1900 Balzer
1905 Banker
Banker Electric
1914 Bantam
1928 Barbarino
1922 Barley
1922 Barlow
1907 Barnes
Barnhart
1896 Barrow Electric
1901 Bartholomew
1917 Bateman
1908 Bates
1925 Bauer
1899 Bauroth
1904 Bay State
1923 Beacon
1901 Beardsley Electric
Beaver
1918 Beggs
B.E.L.
1907 Belden
1907 Bell
1907 Bellefontaine
1908 Belmont
Bemmel & Burnham
1907 Bendix
1917 Benham
1917 Ben Hur
1908 Benner
1902 Berg
1909 Bergdoll
1905 Berkshire
1908 Bertolet
Berwick Electric
1904 Bessemer
1900 Best
1908 Bethlehem
1904 Beverly
Bewis
Bowman
1915 Biddle
1915 Biederman
1917 Bimel
1902 Binney-Burnham
1918 Birch
1921 Birmingham
1908 Black
1905 Black Crow
1904 Black Diamond
1903 Blackhawk
1906 Blakeslee Electric
1906 Blanche
1904 Bliss
1907 B.L.M.
1908 Blood
1904 Bloomstrom
1907 Bobbi Kar
1903 Boggs
1901 Boisselot
1904 Bollee
1900 Bolte
Borbein Electric
1914 Borland Electric
1903 Borland-Grants
1903 Boss Steam
1900 Boston
1902 Boston & Amesbury
1898 Boston Haynes
Apperson
1908 Boston High Wheel
1915 Bour-Davis
1914 Bowman
1929 Bradfield
1920 Bradley
1902 Bramwell-
1899 Bramwell-Robinson
1915 Brasie
1903 Brasier
1901 Brecht Steam
1905 Breeze & Lawrence
1908 Brennan
Brenner
1904 Brew & Hatcher
1917 Brewster
1916 Brewster-Knight
Bridgeport
1922 Briggs & Stratton
Flyer
Briggs Detroiter
1914 Brighton
1912 Brightwood
Brintel
1914 Briscoe
1902 Bristol
1909 Broc Electric
Brock
Brodesser
1946 Brogan
1930 Brook
1908 Brooks
1914 Brown
1910 Brownell
1915 Brownie
1908 Browniecar
1906 Brunn
Brunswick
1906 Brush
1907 Bruss
1901 Buckeye
1914 Buckles
1903 Buckmobile
1900 Buffalo Electric
Buffington
1900 Buffum
1895 Buggyaut
1908 Buggycar
1907 Bugmobile
1904 BUICK*
1909 Burdick
1912 Burg
1909 Burns
1914 Burroughs
1917 Bush
Busser
Buzmobile
1908 Byrider Electric

—C—

1902 CADILLAC*
1912 California
Californian
1927 Calvert
1908 Cameron
1917 Campbell
1900 Canda
1904 Canson
1902 Capitol Steam
Carbon
1928 Cardway
Carhart
1911 Carhartt
1904 Carlson
1913 Carnation
1907 Carriage Mobile
1906 Carrison
1920 Carroll Six
1907 Carterear
1924 Carternobile
Carthage
1905 Cartono
1910 Case
1907 Cato
Cavas
1927 Cavalier
Ceco
Celt
1902 Centaur Electric
1905 Central
1901 Century
1911 Century Electric
1908 C.F.
1902 C.G.V.
1906 Chalfant
1908 Chalmers
1909 Champion
1913 Chandler
1901 Chapman Electric
1917 Charter Oak
1907 Chase
1906 Chatham
1901 Chelsea
1912 CHEVROLET*
1899 Chicago
1914 Chicago Electric
1906 Chicago Steam
1907 Chief
1904 Christie
Christman
1906 Christopher
1924 CHRYSLER*
1902 Church
1918 Churchfield Electric
1903 Cincinnati Steam
Cinco
1909 Cino
1901 Clark
1906 Clark Electric
1900 Clarke-Carter
1908 Clark-Hatfield
1902 Clarkmobile
1900 Clark Steam
Classic
1900 Clear & Dunham
1912 Cleburne
1908 Clendon
1922 Clermont Steam
1902 Cleveland
1919 Climber
1903 Cloughley
1911 Club Car
1919 Clyde
1908 Clymer
1905 Coates-Goshen
1922 Coats Steam
1911 Coey
1912 Cogswell
1907 Colburn
1911 Colby
1909 Cole
Collinet
1920 Collins
1901 Collins Electric
Colly
1921 Colonial
1908 Colt
1916 Columbia
1898 Columbia Electric
1900 Columbia Gas
1916 Columbia Knight
1903 Columbus
1917 Comet
1946 Comet
1922 Commander
Commerce
1921 Commodore
1917 Commonwealth
1904 Compound
Connersville
1907 Conover
1900 Conrad Steam
1907 Continental
1933 Continental
1907 Cook
Copley Minor
1907 Coppack
1903 Corbin
1911 Corbitt
1929 Cord
1922 Corinthian
1913 Cornelian
1908 Cornish-Friedberg
1908 Correja
1914 Cort
1947 Cortez
Corweg
1905 Corwin
1907 Cosmopolitan
1901 Cotta Steam
1904 Country Club
Couple-Gear
1904 Courier
1901 Covert
1908 C.P.
1920 Craig-Hunt
1906 Craig Toledo
1912 Crane
1912 Crane & Breed
1918 Crane-Simplex
1905 Crawford
1907 Crescent
1903 Crest
1881 Crestmobile
1914 Cricket
1912 Criterion
Croesus Jr.
1905 Crompton
1939 Crosley
1899 Crouch Steam
1914 Crow
1901 Crowdus Electric
1911 Crow Elkhart
1907 Crown High Wheel
Crown-Magnetic
1915 Crowther-Duryea
1911 Croxton
1909 Croxton-Keaton
1923 Crusader
1918 Cruiser
1907 Cucmobile
1901 Cull
1905 Culver
1930 Cummins
1911 Cunningham
1901 Cunningham Steam
1921 Curtis
Custer
1909 Cutting
1907 C.V.L.
1920 Cyclemobile
1914 Cycleplane

—D—

1923 D.A.C.
1923 Dagmar
1911 Dalton
1915 Daniels
1911 Dan Patch
1909 Darby
1901 Darling
1947 Darrin
1903 Darrow
1922 Dart
1902 Davenport
Davids
1910 Davis
1945 Davis
1904 Dawson
1911 Day
1909 Dayton
1908 Deal
1907 Decatur
1909 Decauville
1902 Decker
1914 Decross
1923 Deemotor
1923 Deemster
1906 Deere-Clark
1918 Deering Magnetic
1915 DeKalb
1922 Delage
De La Vergne
1924 Delling Steam
1949 Del Mar
1906 Deluxe
1905 DeMars
1909 DeMot Car
1904 DeMotte
1911 Derain
1901 Desberon
1906 DeShaw
1913 DeSoto
1928 DESOTO*
1909 DeTamble
1900 Detroit
1912 Detroit-Chatham
1909 Detroit-Dearborn
1907 Detroit Electric
1912 Detroiter
1914 Detroit Speedster
1923 Detroit Steam
1931 DeVaux
1898 Dewabout
Dey Electric
1907 Diamond
Diamond Arrow
1907 Diamond T
1925 Diana
1914 Dile
Direct Drive
1917 Disbrow
1911 Dispatch
1912 Dixie
1916 Dixie Flyer
1909 Dixie Tourist
1918 Doble Steam
1914 DODGE*
1926 Dodgeson
1909 Dodo
1904 Dolson
1905 Dorris
1915 Dort
1918 Douglas
1908 Dowagiac
1914 Dowing
1914 Downing
1906 Dragon
1921 Drake
Drednat
1916 Drexel
1921 Driggs
1916 Drummond
1914 Dudley
1907 Duer
1920 Duesenberg
1902 Dumont
1914 Dunn
1909 Duplex
1920 Dupont
1903 Duquesne
1902 Durable
1921 Durant
1907 Durocar
1895 Duryea
1912 Dusseau
1902 Dyke
1933 Dymaxion

—E—

1924 Eagle
1915 Eagle Electric
Eagle Macomber
1917 Eagle Rotary
1907 Earl
1901 Eastman
1907 Easton
1898 Eaton Electric
1903 Eck
1901 Eclipse Steam
1906 Economy
1903 Eddy Electric
1912 Edwards-Knight
1902 Eichstaedt
1914 Eibert
1909 Elcar
1915 Eleo
1903 Eldridge
1913 Electra
1901 Electronomic Steam
1916 Elgin
1871 Elijah Ware Steam
1903 Elinore
1909 Elite
1901 Elite Steam
Elk
1908 Elkhart
1899 Elliott
1901 Ellis Electric
Ellsworth
1900 Elmore
1908 Elwell Parker
1909 Emancipator
1907 Emerson
1908 E.M.F.
1901 Empire
1901 Empire State
Empress
1922 Endurance
1901 Engelhardt
1909 Enger
1914 Engler
1911 Entyre
1914 Entz
1916 Erie
1928 Erskine
1906 Essex
1917 Essex
1901 Essex Steam
1907 Euclid
1907 Eureka
1907 Evansville
1909 Everett
1908 Everybody's
1908 Ewing

—F—

1917 Fageol
1906 Fairmount
1909 F.A.L.
1919 Falcar
1922 Falcon
1926 Falcon-Knight
1909 Famous
1902 Fanning
1915 Farmack
Farmer
1908 Farmobile
1922 Farner
1900 Fauber
1913 Fedelia Cyclecar
1906 Federal
1914 Fenton
1917 Fergus
1920 Ferris
1910 F.I.A.T.
1887 Field Steamer
Findley
1907 Firestone-Columbus
1902 Fischer
1908 Fish
1914 Flagler
1910 Flanders Electric
1904 Flexbi
1902 Flint
1913 Flyer
Foos
1903 FORD*
1906 Forest City
1908 Fort Pitt
1900 Foster Steam
1906 Fostoria
1911 Four Wheel Drive
1921 Fox
Frankfort
1902 Franklin
1904 Frayer-Miller
1946 Frazer
1902 Fredonia
1914 Frederickson
Freeman
1923 Fremont
1913 French
1906 Friedman
1920 Friend
1907 Fritchle Electric
1923 Frontenac
1922 Frontmobile
1914 F.B.P.
1912 F.B.
1908 Fuller
1908 Fulton
1912 Fwick

—G—

1912 Gabriel
1915 Gadabout
1904 Gaeth
1904 Gale
1915 Galloway
1914 Galt
1919 Gardner
1907 Garford
1905 Gas-au-lac
1900 Gasmobile
1911 Gaylord
1907 Gearless Steam
1917 Gem
1903 General
1899 General Electric
1911 Genesee
1901 Geneva
1902 German-American
1918 Geronimo
1921 Gersix
1917 Ghent
1904 Gibbs Electric
1899 Gibson
1907 Gifford-Pettitt
1916 Gillette
1909 G.J.G.
1910 Gleason
1903 Glide
1921 Globe
Glover
Goethe
1908 Golden Eagle
1895 Golden Gate
1922 Goodspeed
1908 Grabowsky
1903 Graham
1903 Graham-Fox
1927 Graham-Paige
1908 Gramm-Logan
1912 Grand
1912 Granite Falls
1913 Grant
1901 Grant-Ferris
1899 Graves-Conlon
1922 Gray
1903 Great Arrow
1911 Great Eagle
1911 Great Smith
1911 Great Southern
1908 Great Western
1903 Greeley
1922 Gregory
1948 Gregory
1901 Grensfelder
1899 Greuter
1914 Greyhound
1903 Gride
1910 Grinnell
1907 Griswold
1899 Grout
1900 Gurley
1912 Guy-Vaughan
1914 Gyroscope

—H—

1915 Hackett
1916 H.A.L.
1903 Hall
1907 Halladay
1901 Halsey
Halsman
Halton
1908 Hambrick
1917 Hamilton
1921 Hamlin-Holmes
1904 Hammer
1922 Handley
1921 Handley-Knight
1921 Hanover
1902 Hansen
1918 Hanson
1916 Harding
Hardy
1907 Harper
1925 Harris
1922 Harrigan
1923 Harris Six
1904 Harrison
1916 Harroun
1908 Hart-Kraft
1898 Hartley Steam
Hartman
1915 Harvard
1899 Hasbrouck
1916 Haseltine
Hassler
1906 Hatfield
1909 Haupt-Rockwell
1911 Havers
1907 Hawley
1907 Hay-Berg
1907 Haydock
1902 Haynes
1895 Haynes-Apperson
1913 Hayward
1914 Hazard
1920 H.C.S.
1911 Healy Electric
1918 Hebb
1921 Heifner
1908 Heilman
1907 Heine Velox
Hendel
1912 Henderson
1899 Henley Steam
1922 Henney
1901 Henrietta Steam
1911 Henry
1950 HENRY J*
1902 Hercules
1914 Herff-Brooks
1909 Herreshoff
1895 Hertel
1928 Hertz
1902 Hess
1905 Hewitt
1900 Hewitt-Lindstrom
1898 Heymann
1900 Hicks
1922 Highlander
1907 Hill
1908 Hillsdale
Hilton
1909 Hobble
1904 Hockenhull
1903 Hoffman
1901 Hoffman Steam
1915 Holden
1897 Holderman
1905 Holland
1916 Holler
1900 Holley
Holly
1918 Holmes
1905 Holsman
1908 Hol-Tan
Holton
1899 Holyoke
1908 Homer
1916 Homer-Laughlin
1914 Hoosier Scout
1902 Hopkins
1948 Hoppenstand
1920 Hoskins
1916 Houghton
1900 Houghton Steam
1909 Houpt
1910 Houpt-Rockwell
1901 House Steam
1903 Howard
1903 Howey
1909 HUDSON*
Hudson-Franklin
1901 Hudson Steam
1920 Huffman Steam
1921 Hunter
1907 Huntington
1908 Hupmobile
1911 Hupp-Yeats Electric
1917 Hydromotor
1923 Hylander
1908 Ideal
I.H.C.
1909 Illinois
1914 Imp
1900 Imperial
1907 Imperial Electric
1912 Independence
Independent
1911 Indiana
Indianapolis
Ingersoll-Rand
1917 Ingrams-Hatch
1921 Innes
1900 International
1908 Interstate
1904 Intrepid
1908 Iowa
1903 Iroquois
1905 Iverson
1899 Jackson
1909 Jack's Runabout
1921 Jacquet
1911 James
1908 Janney
1912 Jarvis-Huntington
1908 Jaxon Steam
1907 Jay
Jay-Eye-See
1908 Jeannin
1910 Jeffrey
1922 Jem Special
1907 Jenkins
1909 Jewell
1922 Jewett
1905 Johnson
1916 Jones
1902 Jones-Corbin
1911 Jonz
1916 Jordan
1914 J.P.L.
1900 JR.
1925 Julian
1925 Junior
1901 Kidder Steam
1922 Kimball Electric
1905 King
1906 King-Remick
1913 Kinnear
1903 Kirk
1906 Kissel Kar
1926 Kleiber
1909 Kline Kar
1905 Klink
1900 Klock
1901 Knickerbocker
1917 Knight Special
1900 Knox
1904 Knox-Lansden
1906 Kobusch
1911 Koehler
1908 Koeton
1903 Konigslow
1914 Koppin
1901 Kraft Steam
Krall
1902 Krastin
Krebs
1908 Kreuger
1909 K-R-I-T
Kron
1902 Kunz
1921 Kurtz
1916 Liberty
Liberty Brush
1915 Lima
Limited
1918 LINCOLN*
1938 Lincoln-Zephyr
Lindsley
1907 Lion
1912 Little
1914 Little Detroit
1930 Little Mac
1902 Locomobile
1899 Locomobile Steam
1904 Logan
1913 Lomax
London
1920 Lone Star
1923 Long
1902 Long Distance
Longest
1900 Loomis
1907 Lorraine
1913 Los Angeles
1900 Louisiana
Lowell American
1901 Lozier Steam
1900 L.P.C.
Luedinghaus
1917 Lutz Steam
1906 Luverne
1925 Luxor
1904 Lyman
1903 Lyman-Burnham
1911 Lyon
1912 Lyons-Atlas
1914 Lyons-Knight
1906 Maccar
1903 Mackie-Thompson
1917 Macomber
Macon
1915 Madison
1922 Magic
Magnolia
1904 Mahoning
1916 Malbohm
Majestic
Malbomb
1915 Malcolm
1914 Malcolm-Jones
Malden Steam
1905 Malvern
1921 Manexall
1905 Manhattan
1912 Manistee
1908 Maplebay
1909 Marathon
1903 Marble-Swift
Marstock
1904 Marion
1916 Marion-Handley
Mark Electric
1900 Marlboro Steam
1903 Marmon
1912 Marquette
1903 Marr
Marron
1905 Marsh
1920 Marshall
1931 Martin
1919 Martin-Wasp
1906 Marvel
1908 Maryland
Mascotte
1906 Mason
1898 Mason Steam
1901 Massachusetts
Massilon
Master
Mather
1903 Matheson
1907 Mathews
1906 Maumee
1907 Maxim-Goodridge
Electric
1910 Maxwell
1904 Maxwell-Briscoe
1899 Mayer
1925 Mayfair
1911 Maytag
1906 McCrea
1908 McCue
1899 McCullough
1922 McCurdy
1923 McDonald
1910 McFarlan
1922 McGill
1909 McIntyre
1900 McKay Steam
1912 Mead
1915 Mecca
1907 Med-Bow
1900 Medis
1904 Meiselbach
Melbourne
1923 Mel Special
1908 Menard
Menges
1909 Mercer
Merchant
1904 Mercury
1939 MERCURY*
1920 Merit
1905 Merkel
1914 Merz
1901 Messerer
Metzar
1902 Meteor
1914 Metropol
1922 Metropolitan
1909 Metz
1909 Metzger
1903 Michigan
1909 Middleby
1905 Midgley
1908 Midland
Midwest
1908 Mier
1911 Mighty Michigan
1916 Milac
1915 Milburn Electric
1912 Miller
1876 Mills Steam
1900 Milwaukee Steam
1915 Minneapolis
1914 Mino
Mison
1903 Mitchell
Mitchell-Lewis
1899 Mobile Steam
1903 Model
1907 Modern
1911 Modoc
1900 Moers
Mogul
1903 Mohawk
1901 Mohler
1904 Moline
1913 Moline-Knight
1920 Moller
1906 Monarch
1901 Moncrief
1914 Mondex-Magic
1915 Monitor
1915 Monroe
1900 Moody
1905 Moon
1902 Moore
1906 Mora
More
Moreland
Morelock
1914 Morgan
1895 Morris & Salom
1922 Morris-London
Morriss
1904 Morse
1911 Motorette
1946 Motorette
1914 Mount Pleasant
1902 Mover
1903 Moyea
1911 Moyer
1915 M.P.M.
1895 Mueller-Benz
1922 Mulford
1918 Multiplex
1906 Muncie
1950 Muntz
1900 Murdaugh
1916 Murray
1921 Murray-Mac Six
1948 Mustang
Mutual
1917 NASH*
1908 National
1906 National Electric
1920 National Sextet
1907 Neilson
1917 Nelson
1903 Neustadt-Perry
Newark
1899 New England
Steam
1916 New Era
New Erie
1901 New Home
New Parry
1926 New York
1903 Niagara
Nichols-Shepard
1902 Noble
1919 Noma
Norma
1902 Northern
1921 Northway
1904 Northwestern
1901 Norton
1912 Norwalk
1917 Novara
1912 Nyberg
1907 Oakland
1898 Oakman
1915 Obertine
1911 Octoauto
1934 Offenhauser
1916 Ogren
1900 Ohio Electric
1911 Ohio Falls
1909 Ohio Gas
1907 Okay
1903 Okey
1917 Oldfield
1897 OLDSMOBILE*
1905 Oliver
1917 Olympian
1912 Omaha
1909 Only
1916 Oregon
1900 Orient
Orion
1904 Ormond
1911 Orson
1909 Otto
1903 Ottokar
1911 Ottomobile
1912 Overbolt
1903 Overland
1899 Overman Steam
1914 O-We-Go
1910 Owen
1915 Owen-Magnetic
1915 Owen Shoensck
1908 Owen Thomas
1905 Oxford
1914 Pacific
1911 Pacific Special
1899 PACKARD*
Packers
1906 Page
1910 Page-Toledo
1909 Paige-Detroit
1906 Palmer
1905 Palmer-Moore
1907 Palmer-Singer
1918 Pan
1902 Pan-American
1909 Panther
1906 Paragon
1922 Paramount
1920 Parenti
1911 Parry
1905 Parsons
1917 Partin
1913 Partin-Palmer
Pastoria
1911 Pathfinder
1920 Patriot-Revere
1908 Patterson
1901 Pawtucket
1907 Payne-Modern
Peabody
1900 Peerless
Peninsular
1911 Penn
1917 Pennsy
1907 Pennsylvania
Penn-Thirty
1901 People's
1906 Perfection
1912 Perfex
1903 Perry
Peru
1913 P.E.T.
1914 Peter Pan
1921 Peters
1909 Petrel
1902 Phelps
1917 Philanna
1911 Phipps Electric
1900 Phoenix
1911 Pickard
1918 Piedmont
Pierce
1901 Pierce-Arrow
1899 Pierce Motorette
Pierce-Racine
1905 Pierce Stanhope
Piggins
1916 Pilgrim
1916 Pilliod
1911 Pilot
1909 Pioneer
1901 Piscorski
Pitcher
1905 Pittsburgh
1898 Pittsburgh
Electric
1947 Playboy
1910 Plymouth
1928 PLYMOUTH*
1914 Pneumobile
Polo
1902 Pomeroy
1916 Ponder
1906 Pontiac
1926 PONTIAC*
Pope
1897 Pope-Hartford
1902 Pope-Robinson
1901 Pope-Toledo
1904 Pope-Tribune
1903 Pope-Waverly
1917 Poppy
1919 Porter
1900 Porter Steam
1922 Port Huron
1914 Portland
Poss
1907 Postal
1909 Powercar
1920 Prado
1911 Pratt
1912 Pratt-Elkhart
Preferred
1903 Premier
1920 Premocar
1901 Prescott Steam
1922 Preston
1914 Pridemore
1906 Primo
Prince
1905 Princess
1923 Princeton
1921 Prodo
1902 Prospect
1947 Publix
1907 Pullman
1904 Pungs-Finch
1948 Pup
1902 Puritan (Steam)
Pyramid
1902 Queen
1900 Quick
1904 Quinlan
1905 Rae Electric
1914 Railsbach
1904 Rainier
Raleo
1920 Raleigh
1900 Rambler
1905 Randall
1903 Randall Steam
1920 R. & L. Electric
1910 Randolph
R. & V. Knight
1907 Ranger
1903 Rapid
1907 Rassler
1905 Rauch & Lang
1911 Rayfield
1911 R.C.H.
1913 Read
1901 Reading Steam
Real
1902 Reber
1928 Red Bug
Red Jacket
Red Wing
Reed
1921 Rees
1903 Reeves
1908 Regal
1903 Regas
1903 Reid
1902 Reinertsen
1903 Reliable-Dayton
1903 Reliance
1923 Remal-Vincent
1901 Remington
1908 Reno
1904 Reo
1911 Republic
1918 Revere
1914 Rex
Reya
1908 Rhodes
1914 Richard
1922 Richelieu
1903 Richmond
1922 Rickenbacker
1909 Ricketts
1916 Riddle
1908 Rider-Lewis
1922 Riess-Royal
1899 Rigs-That-Run
1898 Rikar
1902 Riley & Cowley
1917 Riper
1914 Ritz
Riveria
1911 R-O
1911 Roader
1916 Roamer
Robe
1904 Roberts
1914 Robie
1900 Robinson
1912 Robson
Roche 8-V
1901 Rochester Steam
1902 Rochaway
1946 Rocket
1920 Rock Falls
1931 Rockne
1908 Rockwell
1921 Rodgers
1909 Roebling
1911 Rogers
1901 Rogers & Hanford
1903 Rogers & Thatcher
1895 Rogers Petroleum
Carriage
1923 Rollin
1921 Rolls Royce
1909 Roman
1921 Romer
1929 Roosevelt
1899 Roper Steam
1905 Ross
1905 Ross Steam
1904 Rotary
Rovena
1904 Royal
1904 Royal-Tourist
1922 Rubay
Rugby
Ruler
1918 Rush
1902 Rushmobile
1903 Russell
Ratenberg
1929 Ruxton
1902 Santos-Dumont
Savage
Sawyer
1914 Saxon
Saxon-Duplex
1917 Sayers
1907 Sayers & Scovill
1935 Scarab
1903 Sandusky

(Continued on Page 111, Col. 1)

Roster

(Continued from Page 110)

1904 Schacht
Schlosser
1907 Schnader
1913 Schram
1901 Scott
1921 Scott Newcomb
1914 Scripps-Booth
1901 Seagrave
1900 Searchmont
1907 Sears
1909 Sebring
1923 Sekine
1908 Selden
1909 Sellers
Sellew-Royce
1906 Senator
1917 Seneca
1915 Serpentina
1921 Serrifile
Seven Little Buffaloes
1921 Severin
1916 S. G. Gay
1916 S.G.V.
1917 Shad-Wyck
1902 Shain
1906 Shamut
1915 Sharon
1909 Sharp-Arrow
1905 Shaum
1914 Shaw
Shaw-Wick
1900 Shelby
1921 Sheridan
1907 Shoemaker
1911 Sibley
1912 Sibley-Curtis
1914 Sigma
1913 Signet
1912 Silent
1906 Silent Knight
Silver Knight
1921 Simms Light Four
1898 Simons Steam
1905 Simplex
1918 Simplex Crane
1907 Simplicity
1908 Simplo Runabout
1908 Sinclair-Scott
1916 Singer
1907 Single Center
1902 Sintz
1915 S.J.R.
1920 Skelton
1900 Skene
1913 S. & M.
1905 Smith
1901 Smith & Mabley
1921 S-N
Snyder
1908 Sommer
1905 Soules
1921 Southern Six
1907 Sovereign
1919 Spacke
Spartan
1900 Spaulding
1909 Special
1904 Speedway
1907 Speedwell
1921 Spencer
1921 Sperling
1914 Sphynx
1909 Spiller
1909 Spoerer
1904 Springer
1903 Springfield
1914 Sprite
1899 Squier
1917 S.S.E.
1911 Stafford
1908 Stammobile Steam
1902 Standard
1914 Standard Electrique
1900 Standard Steam
1912 Stanley
1896 Stanley Steam
1901 Stanton Steam
1920 Stanwood
1904 Star
Starin
1918 States
1928 Static Super
1907 Staver
1901 Steamobile
1906 Stearns
1917 Stearns Knight
1898 Stearns Steam
1914 Steco
1907 Steel Swallow
1908 Steinhart-Jensen
Steinmetz
1916 Stephens
1909 Sterling
1922 Sterling Knight
1909 Sternberg
1917 Stetson
1902 Stevens-Duryea
1916 Stewart
1922 Stewart-Coats
1913 Stickney Motorette
1908 Stilson
1911 Stoddard
1904 Stoddard Dayton
1911 Stoddard Knight
1902 Storck Steam
1915 Storms Electric
1900 Strathmore
1923 Stratton
Stratton Premier
1905 Streator
1901 Stringer Steam
1910 Strobel & Martin
1900 Strong & Rogers
1915 Strouse
1912 STUDEBAKER*
1902 Studebaker Electric
1905 Studebaker-Garford
1898 Sturges Electric
1904 Sturtevant
1912 Stutz
1911 Stuyvesant
1912 Suburban
1906 Success
1908 Sultan
Summit
1915 Sun
1906 Sunset
1914 Superior
1922 Supreme
1904 Synnestvedt Steam
1899 Syracuse Electric

—T—

1922 Tarkington
1901 Taunton Steam
1918 Templar
1910 Templeton-Dubrie
1932 Terraplane
1915 Tex
1919 Texan
Texmobile
Thermat-Monohan
1902 Thomas
1907 Thomas-Detroit
1900 Thomson
1901 Thorobred
1900 Thresher
1913 Tiffany
Tiffin
1914 Tiger
Tillie
1903 Tincher
1899 Tinkham
1935 Tjaarda
1903 Toledo
1900 Toledo Steam
Tonawanda
1905 Toquet
1902 Torbensen
1922 Totem
1912 Touraine
1903 Tourist
1948 Towne Shopper
1922 Trask-Detroit Steam
1924 Traveler
1907 Trebert
Triangle
1913 Tribune
Trimo
1896 Tri-Moto
1900 Trinity Steam
1900 Triumph
1914 Trumbull
1900 Tucker
1947 Tucker
1917 Tulsa
Turner-Friche
1912 Twin City
1914 Twombly
1902 Twyford

—U—

Ultimate
1902 Union
1905 United
1908 Unito
1917 Universal
1907 University
Unwin
1902 Upton
1908 U. S.
1900 U. S. Long-Distance

—V—

Valey
1909 Van
1907 Vandegraft
1912 Van Dyke
1911 Van-L
1900 Van Wagoner
1905 Vaughan
1908 V.E.C. Electric
1909 Velie
1916 Vernon
1914 Vestal
1907 Victor Steam
1920 Victory
1908 Viking
1911 Virginian
1914 Vixen
1918 Vogue
1918 Vulcan

—W—

1915 Waco
1913 Wagenhals
1914 Wahl
Walden
1909 Waldron
1905 Walker Electric
1901 Walls
1906 Walter
1930 Waltham
1900 Waltham-Orient
1903 Walther
1905 Walworth
1914 Ward Electric
1919 Ward La France
1901 Ward Leonard
1905 Warren
1909 Warren-Detroit
1901 Warwick
1909 Washington
1920 Wasp
1904 Waterloo
Waterous
1910 Watt
1908 Waukeshaw
1904 Waverly Electric
1904 Wayne
1903 Welch
1910 Westcott
1909 Western
Westfield
1912 W.F.S.
1900 Whaley Henriette
1921 Wharton
1926 Whippet
1900 White
1906 White Hickory
White Star
1901 White Steam
1905 Whiting
1903 Whitney Steam
1902 Wick
Wiedley-Bats
Magnetic
Wilee Six
1907 Wilcox
1902 Wildman
1905 Willard
1907 Williams Electric
1921 Wills Ste. Claire
1930 WILLYS*
1940 Willys-American
1908 Willys-Overland
1913 Willys-Knight
1903 Wilson
1929 Windsor
Windsor-White
1922 Wing
1920 Winther
1897 Winton
1899 Wisconsin
1921 Wizard
1907 Wolf
1904 Wolverine
1904 Wolverine-Detroit
1909 Wonder
1903 Woodroof
1918 Woods
1901 Woods Electric
1914 Woods Mobilette
Woodworth
1909 Worth

—Y—

1903 Yale
Yates
1905 York
1908 York-Pullman

—Z—

1902 Zent
1903 Zentmobile
1908 Zimmerman
1913 Zip
1908 Zust

Accident Statistics for 1953

Types of Accidents Resulting in Deaths

COLLISION WITH:	1953 Persons Killed	Per-cent	1952 Persons Killed	Per-cent
Automobile	14,890	38.7	14,970	39.8
Non-Collision	9,390	24.4	8,120	21.6
Pedestrian	8,600	22.3	8,650	23.0
Fixed Object	3,310	8.6	3,570	9.5
Railroad Train	1,460	3.8	1,580	4.2
Bicycle	500	1.3	410	1.1
Other Vehicle	190	.5	190	.5
Miscellaneous	160	.4	110	.3
TOTAL	38,500	100.0	37,600	100.0

Types of Accidents Resulting in Injuries

COLLISION WITH:	1953 Persons Injured	Per-cent	1952 Persons Injured	Per-cent
Automobile	1,438,360	67.2	1,402,390	67.1
Pedestrian	269,360	12.6	265,430	12.7
Non-Collision	243,960	11.4	231,990	11.1
Fixed Object	124,120	5.8	123,310	5.9
Bicycle	44,940	2.1	41,800	2.0
Other Vehicle	8,560	.4	10,450	.5
Railroad Train	6,420	.3	8,360	.4
Miscellaneous	4,280	.2	6,270	.3
TOTAL	2,140,000	100.0	2,090,000	100.0

Actions of Drivers Resulting in Deaths and Injuries—1953

	Persons Killed	Per-cent	Persons Injured	Per-cent
Exceeding Speed Limit	13,870	46.4	670,400	40.0
On Wrong Side of Road	5,710	19.1	145,810	8.7
Did not have Right-of-Way	2,420	8.1	429,050	25.6
Cutting in	150	.5	60,340	3.6
Passing on Curve on Hill	450	1.5	13,410	.8
Passing on Wrong Side	210	.7	16,760	1.0
Failed to Signal and Improper Signaling	330	1.1	63,690	3.8
Car Ran Away—No Driver	30	.1	3,350	.2
Drove off Roadway	1,970	6.6	85,480	5.1
Reckless Driving	4,550	15.2	167,600	10.0
Miscellaneous	210	.7	20,110	1.2
TOTAL	29,900	100.0	1,676,000	100.0

Age of Drivers in Accidents—1953

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Under 18 years	1,520	3.4	53,400	2.6
18-24 years	9,450	21.1	345,070	16.8
25-64 years	31,500	70.3	1,595,960	77.7
65 and over	2,330	5.2	59,570	2.9
TOTAL	44,800	100.0	2,054,000	100.0

Operating Experience of Drivers in Accidents—1953

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Less than 3 months	540	1.2	28,760	1.4
3 to 6 month	180	.4	16,430	.8
6 to 12 months	850	1.9	20,540	1.0
1 year or more	43,230	96.5	1,988,270	96.8
TOTAL	44,800	100.0	2,054,000	100.0

Road Conditions Prevailing in Accidents—1953

	Fatal Accidents	Per-cent	Non-Fatal Accidents	Per-cent
Dry	23,470	74.6	907,490	69.7
Wet	6,380	20.3	304,670	23.4
Snowy	720	2.3	40,360	3.1
Icy	880	2.8	49,480	3.8
TOTAL	31,450	100.0	1,302,000	100.0

Direction of Travel of Cars Involved in Accidents—1953

	Persons Killed	Per-cent	Persons Injured	Per-cent
Going Straight	30,760	79.9	1,465,900	68.5
Turning Right	960	2.5	44,940	2.1
Turning Left	2,200	5.7	132,680	6.2
Backing	380	1.0	40,660	1.9
Skidding	2,120	5.5	62,060	2.9
Car Parked or Standing Still	1,120	2.9	87,740	4.1
Slowing or Stopping	460	1.2	278,200	13.0
Miscellaneous	500	1.3	27,820	1.3
TOTAL	38,500	100.0	2,140,000	100.0

Condition of Motor Vehicles Involved in Fatal and Non-Fatal Accidents—1953

	Vehicles in Fatal Accidents	Per-cent	Vehicles in Non-Fatal Accidents	Per-cent
In apparently good condition	43,500	96.7	2,031,150	98.3
Brake defective	450	1.0	14,460	.7
Steering defective	140	.3	4,130	.2
1 or 2 lights out	140	.3	2,070	.1
Tail-light out or obscured	100	.2	2,070	.1
Other defects in equipment	450	1.0	8,280	.4
Puncture or blowout	220	.5	4,140	.2
TOTAL	45,000	100.0	2,066,300	100.0

Source: The Travelers.

1953 New-Car Sales by Months

January	386,221
February	396,558
March	486,368
April	528,110
May	540,575
June	542,193
July	533,783
August	502,430
September	453,806
October	504,697
November	450,311
December	413,937
Total	5,738,989

1953 New-Truck Sales by Months

January	72,514
February	68,616
March	79,637
April	91,127
May	86,346
June	77,199
July	76,161
August	76,642
September	78,319
October	82,625
November	72,467
December	68,659
Total	930,312

FOREIGN CARS
1953 Registrations in U. S.

Make	1953 Total
MG	6,606
Hillman	4,506
Jaguar	3,914
English Ford	3,644
Austin	3,087
Others	7,421
Grand Total	29,178

1952 New-Car Sales by Months

Jan.	301,379
Feb.	295,459
Mar.	322,857
Apr.	374,288
May	422,217
June	423,655
July	340,454
Aug.	215,668
Sept.	318,870
Oct.	383,385
Nov.	360,256
Dec.	399,906
Total	4,158,394

Safety Condition of Cars, Trucks—1953 vs. 1952

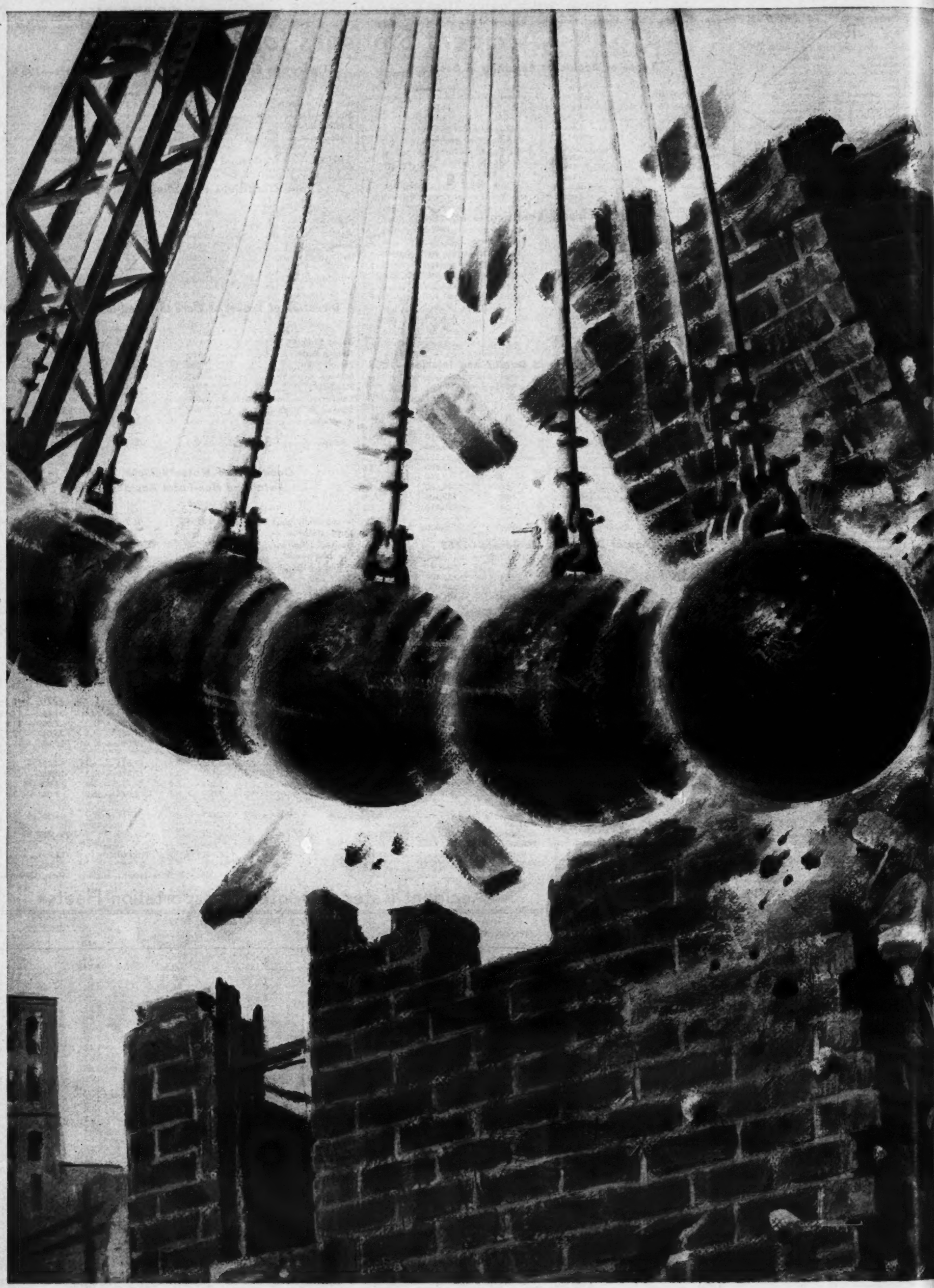
ITEMS CHECKED	CARS 1953	CARS 1952	TRUCKS 1953	TRUCKS 1952	TOTAL VEHICLES 1953	TOTAL VEHICLES 1952
Brakes	64,003 — 28.3%	47,421 — 25.7%	7,003 — 18%	7,048 — 17.9%	71,006 — 26.8%	54,469 — 24.4%
Front lights	33,187 — 14.7	27,373 — 14.9	4,459 — 11.4	4,096 — 10.4	37,646 — 14.2	31,469 — 14.1
Rear lights	24,894 — 11.0	20,110 — 10.9	7,811 — 20.0	7,429 — 18.9	32,705 — 12.3	27,539 — 12.3
Steering	27,193 — 12.0	22,264 — 12.1	4,214 — 10.8	3,825 — 9.7	31,407 — 11.8	26,089 — 11.7
Exhaust system	24,889 — 11.0	21,359 — 11.6	4,202 — 10.8	4,446 — 11.3	29,091 — 11.0	25,805 — 11.5
Windshield wipers	14,939 — 6.6	11,293 — 6.1	2,716 — 7.0	2,742 — 7.0	17,655 — 6.7	14,035 — 6.3
Tires	15,699 — 6.9	15,615 — 8.5	1,720 — 4.4	2,141 — 5.4	17,419 — 6.6	17,756 — 7.9
Glass	11,661 — 5.2	9,910 — 5.4	2,770 — 7.1	3,098 — 7.9	14,431 — 5.4	13,008 — 5.8
Horn	6,238 — 2.8	5,975 — 3.2	1,709 — 4.3	2,051 — 5.2	7,947 — 3.0	8,026 — 3.6
Rear-view mirror	3,513 — 1.5	2,958 — 1.6	2,408 — 6.2	2,489 — 6.3	5,921 — 2.2	5,447 — 2.4
TOTAL CHECKED	375,804	335,016	47,729	46,704	423,533	381,720
TOTAL UNSAFE	100,900	105,195	14,940	18,541	115,840	123,736
PERCENTAGE	26.8%	31.4%	31.3%	39.7%	27.4%	32.6%

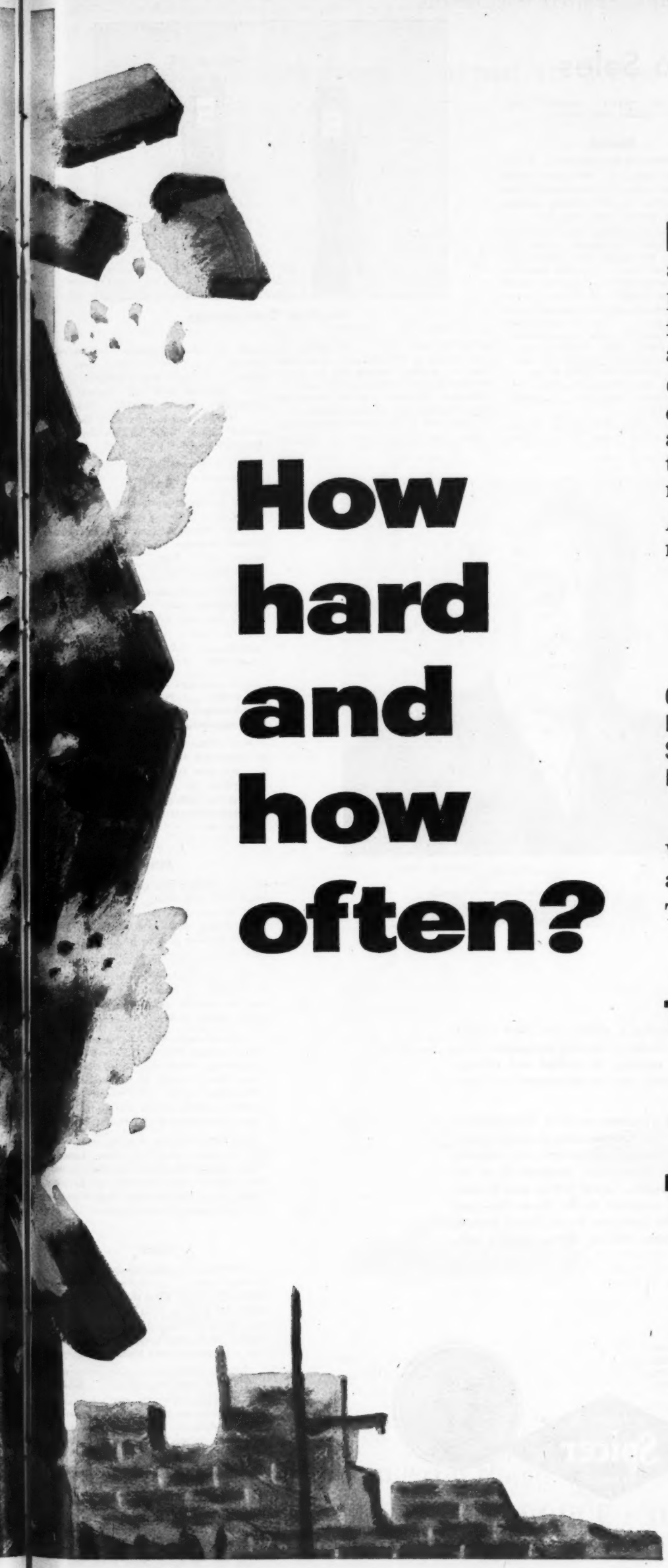
—Source: Inter-Industry Highway Safety Committee.

Accident Rates of Motor Transportation Fleets

TYPE OF VEHICLE AND OPERATION	July 1, 1952 to June 30, 1953: Fleets	Vehicles	Vehicle Miles (Thousands)	Accident Rate Per 100,000 Vehicle Miles: 1952 1953	3-Years 1950-53
ALL TYPES	1,421	362,418	2,986,492	1.84	2.00
ALL TRUCKS	1,110	322,155	2,200,662	1.56	1.72
Intercity-Truck—Common Carrier	90	9,141	548,183	.92	.97
Intercity-Truck—Private Carrier	43	1,359	41,376	1.04	1.04
Intercity-Truck—Government	12	8,955	68,582	.35	.33
City-Truck—Common Carrier	62	3,738	40,735	9.89	10.52
City-Truck—Private Carrier	89	2,981	43,162	2.92	3.00
City-Truck—Contract Carrier	67	1,672	21,683	5.49	5.03
City-Truck—Government	25	4,128	33,110	1.67	1.56
Bakeries	65	3,842	61,300	1.65	1.93
Beverages	5	219	2,052	6.63	6.98
Coal and Ice	10	469	4,539	3.06	3.55
Ice Cream and Dairy Products	52	2,999	51,996	1.72	1.75
Fluid Milk	146	13,682	132,025	3.32	3.47
Meat Packing	29	1,840	46,168	2.94	3.24
Petroleum—Intercity-Truck	26	2,848	105,564	1.08	1.20
Petroleum—City-Truck	46	4,782	84,519	1.73	1.97
Petroleum Companies	50	4,214	59,625	.64	.63
Public Utilities	103	22,934	248,818	1.77	2.09
Truckaway	57	8,559	472,167	.91	1.11
Driveaway	36	223,082	114,956	1.24	1.44
Small Fleets—City	79	565	10,318	3.00	2.69
Small Fleets—Intercity	18	146	9,784	.74	.96
BUSES AND TAXICABS	55	6,648	284,187	5.54	5.47
Intercity-Bus	22	998	90,071	.87	1.05
City—Suburban-Bus	7	1,001	34,470	5.78	5.80
City Bus	23	4,572	156,242	8.23	8.30
Taxicabs	3	77	3,404	3.88	3.96
COMMERCIAL PASSENGER CARS	256	33,615	501,643	.99	1.06
Eastern Area	111	19,173	271,726	1.15	1.28
Western Area	121	14,258	227,249	.81	.84
Small Fleets	24	184	2.668	.86	1.13

Source: Individual company reports to the National Safety Council. These reports include property damage as well as personal injury accidents, but exclude accidents in which the company vehicle was properly parked.





How hard and how often?

It takes repeated impact to break down a wall—or a sales barrier.

Big and fast as we've grown, you still get more frequent impact for your dollars in Collier's than in any other magazine in the field.

On a typical budget of $220,000, for example, you can still be in Collier's with full color pages 13 times a year, and deliver more printed advertisements than the same money will get you in any other mass weekly or biweekly.

And you save plenty on production costs, too, since no expensive color plates are needed in Collier's.

What $220,000 Buys

	No. of 4-Color Pages Per Year	Cost of Plates	Total Advertising Impressions*	Cost per Page per Thousand of Circ. (ABC)
COLLIER'S	13	None	47,430,630	$4.57
Look	11	?	40,896,449	$5.25
S. E. Post	9	?	40,195,251	$5.22
Life	7	?	38,308,060	$5.59

*ABC Circulation, Dec. 31, 1953—times no. of insertions

With 1953's biggest circulation gain, Collier's has added 132 new advertisers.

The good word must be getting around.

The big new

Collier's

For Impact—and Frequency

The Crowell-Collier Publishing Company, 640 Fifth Avenue, New York 19, N. Y.
Publishers of Collier's, The American Magazine, Woman's Home Companion

1953 Auto Pattern:

Accent Shifts from Output to Sales

(Continued from Page 7)

ent's share of 1952 output advances 0.6 percent over 1951 . . . Used-car prices stiffen after plunge.

New-car inventory set at 8.4 units per dealer as of Jan. 1, 1953 . . . Output at near-record pace . . . Auto labor peace forecast, despite pressure from CIO-UAW President Walter Reuther for increased wages . . . Chevrolet's plastic Corvette and six other experimental cars shown at General Motors Motorama in New York . . . Adman Henry T. Ewald dies.

Used-car market gains slowly under pressure of special sales campaign launched by dealers . . . AFL Machinists win right to organize Spokane shopmen after four-month strike . . . William C. Ford named driver of Indianapolis 500-Mile race pace car.

* * *

February

Car output running 63 percent ahead of 1952 . . . Bureau of Labor Statistics using new cost-of-living formula . . . C. E. Wilson and Roger Kyes confirmed by Senate for top defense positions . . . New-car sales rising.

Harlow H. Curtice elected president of General Motors . . . Paul Hoffman returns to Studebaker as chairman . . . Herman L. Weckler retires as Chrysler Corp. general manager . . . Used-car prices slipping . . . Plymouth gets semi-automatic transmission . . . First auto show luring record crowds.

New-car stocks mount to 9.5 per dealer . . . Production continues upward . . . President Eisenhower removes wage ceilings . . . Used-car sales for 1952 set at 6,862,712 . . . Chrysler Corp. reports $78 million net for 1952 . . . Robert S. Armacost named president of NADA.

Rear Admiral Fred J. Bell (ret.) named NADA executive vice-president . . . OPS ends curbs on service charges . . . Output for 1953 passes million mark . . . NADA urges all auto makers to establish separate dealer-relations departments.

* * *

March

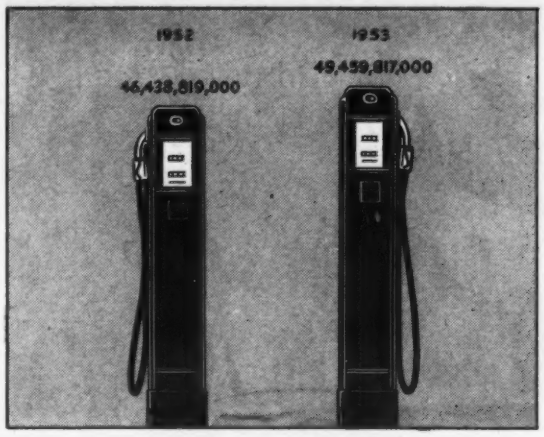
Auto industry producing at 8.1 million cars-a-year pace . . . New cars moving well in most areas . . . Independents gain in sales battle . . . E. C. Curtan selected as Chrysler division sales manager.

OPS controls removed from new and used cars, parts, accessories, trucks and buses . . . Scrappage of 3,138,989 cars reported for 1952 . . . UAW pursuing contract improvement . . . New-car dealer census shows drop to 45,191.

Car stocks reach 10.5 per dealer, a two-year peak . . . R. C. Somerville, former Plymouth sales vice-president, becomes Dodge sales vice-president; L. F. Desmond named Plymouth sales manager . . . Hudson Jet makes debut . . . GM earns $559 million in 1952 . . . GM announces plans for 35 service training centers.

Autos fare better than houses in atom bomb test at Las Vegas, Nev. . . . Used-car prices level off . . . Production for week climbs to 160,526 units, a two-year high . . . Dealers holding line on service charges, despite removal of controls . . . CIO Auto Workers and AFL Machinists push organization of dealerships . . . Chicago Auto Show attracts record crowd.

Price cuts, ranging from $15 to $290, made on Plymouth, Dodge, DeSoto and Chrysler . . . Kaiser-Frazer buys out Willys . . . Credit firms tightening terms . . . National Used Car Dealers Assn. establishes industry relations committee . . . UAW-CIO announces drive for guaranteed annual wage at convention in Atlantic City.



Gasoline Consumption

* * *

April

First quarter production of autos is second best in history . . . National Labor Relations Board upholds dismissal of inefficient salesmen . . . Used-car prices take another serious drop . . . Vehicle exports dip to postwar low.

Makers deadlocked over question of national auto show . . . Consumer Price Index drop cuts auto workers' pay one cent an hour . . . Sales of new cars picking up . . . Car tire shipments drop 8 percent.

New-car stocks at two-year high, 11.9 per dealer . . . New York Gov. Thomas Dewey vetoes bill requiring licensing of auto manufacturers.

More stringent credit terms puts squeeze on franchised dealers . . . A Ford Mainline Six wins Mobilgas Economy Run in Sun Valley, Id. . . . Vehicle production reaches two-year peak . . . General Motors opens Desert Proving Ground near Phoenix, Ariz.

* * *

May

NADA officials start good-roads drive to avert auto stagnation . . . Borg-Warner gear division strike threatens truck output . . . Chrysler acquires 600-acre site near Detroit for new proving grounds . . . Export of U. S. vehicles declining.

E. C. Quinn elected president of Chrysler division . . . Used-car prices hit new low for seventh consecutive week . . . Henry Ford's archives dedicated.

New-car stocks hit 12.8 cars per dealer, a postwar high . . . Federal Trade Commission ruling on Harley-Davidson case hints at upset of traditional factory-dealer contract . . . Warner Gear walkout cripples Willys and Kaiser . . . Auto sales booming in Canada.

Ford closes because of strike at its Canton (O.) forge plant . . . Four Federal Trade Commission cases strengthen belief that exclusive dealer contracts will be outlawed . . . NADA President Robert Armacost blasts paralysis of salesmen.

* * *

June

UAW-CIO wins wage improvements from the Big Three . . . Borg-Warner and Ford Canton (O.) forge plant strikes settled . . . Prices cut $100 to $125 on Henry J . . . Top factory officials criticize CIO President Reuther for his prediction that overproduction will lead to mass layoffs later.

Plymouth celebrates its 25th anniversary . . . Vehicle output mounting . . . Wholesale used-car index hits year's low . . . Total vehicles on road for 1952 reported at 53,258,570 . . . Ford takes over distribution of tractors and farm implements from Dearborn Motors.

Auto dealer net reported at 4.4 percent of sales for first quarter . . . New-car sales at near-record level . . . Chevrolet produces 29 millionth vehicle; Buick builds seven millionth car . . . Renovated Ford Rotunda opened . . .

(Continued on Page 115, Col. 1)

Charles A. Dana

What do you know about Dana?

The Dana Corporation comprises a group of industries that is widely diversified in lines of manufacture. Its principal service is to those companies producing passenger cars, trucks, buses and tractors, and other self-propelled vehicles, for civilian and military use. Many Dana products are used in the aircraft industry, and as components in a wide range of machinery and appliances.

The Dana Corporation had its founding in the Spicer Corporation in 1904. This company was formed by Clarence W. Spicer, inventor of the first commercially-produced automotive universal joint. Spicer Joints now are used as standard equipment on a majority of the world's automotive vehicles. Today the Dana Corporation produces in its 10 modern domestic plants, and associated plants in Canada, Great Britain and France, the following products: transmissions, universal joints, propeller shafts, Brown-Lipe and Auburn clutches, forgings, axles, stampings, Spicer Brown-Lipe gear boxes, Parish frames, torque converters, power take-offs, power take-off joints, rail car drives, railway generator drives, aircraft gears, and welded tubing.

SPICER MANUFACTURING DIVISION

of Dana Corporation • Toledo 1, Ohio

TRANSMISSIONS • UNIVERSAL JOINTS • PROPELLER SHAFTS • BROWN-LIPE and AUBURN CLUTCHES • FORGINGS • AXLES • STAMPINGS • SPICER BROWN-LIPE GEAR BOXES • PARISH FRAMES • TORQUE CONVERTERS POWER TAKE-OFFS • POWER TAKE-OFF JOINTS • RAIL CAR DRIVES RAILWAY GENERATOR DRIVES • AIRCRAFT GEARS • WELDED TUBING

ENGINEERING DANA MANUFACTURING

50 YEARS OF Spicer SERVICE

1953 Auto Pattern:

Accent Shifts from Output to Sales

(Continued from Page 114)

New-car stocks dip for first time in five months.

Power steering announced by Ford . . . Weekly car production soars to 144,945 in a week . . . Lincoln markets air conditioning for $621 . . . Government announces plan for a new agency to replace National Production Authority body for liaison with auto manufacturers.

Auto production indefinitely terminated at Kaiser Motors' Willow Run plant . . . Kaiser's Government plane contract cancelled.

* * *

July

Automobile manufacturers ask Congress to adopt a 10-year road improvement plan . . . First Chevrolet Corvette comes off Flint production line, listed at $3,250 . . . Auto industry sets first-half production record . . . Truck sales climb; profits fall.

First *Automotive News* safety plaque awarded to dealer . . . Settlement expected soon in tool and die strike . . . R. H. Grant, former GM sales vice-president, retires as GM director . . . New-car stocks approach postwar peak . . . Pontiac announces plan for dealer council.

Car output at high level with Big Three firms producing 94 percent of the units . . . Dallas dealers start sales school . . . National Safety Check program shows 16 percent of cars have defective brakes.

Detroit Chevrolet dealers burn 32 cars in junker drive . . . Three large spark plug producers ordered to cease discriminating practices . . . New-car sales begin to dip . . . L. L. (Tex) Colbert, president of Chrysler, named "Texan of Distinction" . . . U. S. decides to sell its synthetic rubber factories.

* * *

August

Chrysler ships its 250,000th Army tank . . . Korean truce celebrated with production of 161,319 vehicles in week . . . Merger of Kaiser and Willys dealers begins . . . Henry Ford II named U. S. delegate to the UN.

Foreign car sales in U. S. up 30 percent over 1952 . . . Studebaker establishing factory-dealer councils.

General Motors Hydra-Matic transmission plant in Livonia, Mich., destroyed by $80-million fire . . . Car stocks hit postwar peak, 13.2 units per dealer . . . Muncie (Ind.) boy wins Soap Box Derby . . . NADA asks Congress for excise tax repeal.

Gigantic subcontracting system enlisted by General Motors to procure automatic transmissions, following Livonia fire . . . GM leases part of Willow Run from Kaiser . . . New-car buyers cooling off . . . Willys cuts prices of cars in Canada . . . CIO President Reuther plugs for guaranteed annual wage.

Dealer poll discounts big organizing drive announced by unions . . . Non-GM users of Hydra-Matic (Lincoln, Nash, Kaiser and Hudson) negotiating for Borg-Warner transmission . . . Escalator clause gives auto workers a one-cent-an-hour raise . . . A record 6,400 cars loaned to schools by new-car dealers during previous school year.

* * *

September

Hudson shows its new sports car, the Italia . . . NLRB reaffirms jurisdiction over dealers . . . GM opens first training school for mechanics in Detroit . . . Insurance companies announced premium cut for 50 percent of some auto owners.

Production drops to lowest point since January . . . First Cadillac made with Dynaflow . . . Ford manufactures its 40 millionth car . . . Plymouth output passes 8 million . . . Buick celebrates 50th birthday . . . Maryland group criticizes one-day Ford "blitz" sales.

New-car sales climb in some areas as dealers begin cleanup drive . . . Makers blast gloomy talk . . . Ford sales break 23-year-old monthly mark . . . Chevrolet sales top Ford, 807,363, to 511,731, for seven months . . .

Dealer gross profit drops to 16.3 percent, but net profit holds at 4.4 percent for first half . . . Dealer ad "sprees" hail return of competitive market . . . A total of 112,831 cars built during week . . . Used-car price index continues down.

* * *

October

Third-quarter auto production amounts to 1,585,671 units, a decline of 8.6 percent from second quarter . . . Fred J. Bell, NADA executive vice-president, briefs makers on dealers' problems . . . Ford breaks ground for new administration building in Dearborn . . . Dodge breaks speed records at Bonneville Salt Flats, Utah.

Dodge, Hudson announce some price cuts on '54 models . . . Auto Industry's five millionth car built in 1953 . . . Dodge offers automatic transmission . . . Wholesale used-car sales drop, as prices take sharp decline . . . Six-year-old son of Robert C. Greenlease, Kansas City dealer, found murdered.

Studebaker Chairman Paul Hoffman warns dealers about "razzle-dazzle" sales tactics . . . New-car stocks dip to 12.3 cars per dealer . . . Auto production rises to 120,411 in week . . .

General Motors produces first Hydra-Matic since Transmission plant fire . . . Output for 1953 makes year third best . . . Manufacturers attack trick ads by dealers . . . Buying at auto auctions takes sharp upturn . . . Chrysler Corp. purchases 12 Briggs body plants for $35 million.

* * *

November

Chrysler introduces 1954 model with 235-horsepower engine . . . Sears & Roebuck discontinues selling Allstate cars through department stores . . . Truck output hits five-month low . . . GM's sales for nine months total a record $7,931 million . . . Survey reveals that dealers' sales are holding, although profits are slipping.

GM begins production of Hydra-Matics at Willow Run . . . The year 1953 becomes second best production year . . . Competition brings new look to Used-Car Row, Detroit's Livernois Ave. . . . Competition returns to the steel industry after 15 years . . . Dealer poll hits high-pressure selling.

New-car inventories hit 13.5 per dealer, as output drops to two-month low, 112,153 vehicles . . . General Motors buys Kaiser's Willow Run plant . . . Dodge truck deal offered Chrysler, DeSoto dealers . . . Studebaker introduced with increased prices . . . Kaiser announces plans to move production facilities to Toledo.

Auto production hits low for year, 80,215 units . . . Ford division opens the auto industry's first technical service laboratory in Livonia, Mich. . . . Suppliers predict squeeze from makers during 1954 . . . Used-car price index rises $1 . . . Assn. of Better Business Bureaus warns dealers to clean up questionable sales devices.

Auto production drops 33 percent in November . . . Lincolns take the first four places in the fourth Pan-American road race; Chevrolet wins in limited stock-car class.

* * *

December

Ernest R. Breech, Ford Motor Co. executive vice-president, assails those who seek to curb production . . . Mercury for 1954 makes bow with transparent top . . . Car sales for 1953 pass total for 1951, making '53 second best sales year . . . Packard President James J. Nance denies talk of merger.

Dealer operating profits decline 25 percent . . . Antitrust division of the Justice Department eyes auto factory practices . . . Studebaker and union formally charged with disciplining workers for failure to buy Studebakers; both deny charge.

Charles J. Farrington resigns as NADA representative in Washington . . . Supreme court rules that dealers are subject to NLRB . . . The six millionth 1953 car is produced . . . Ford announces construction of a building for an unnamed car.

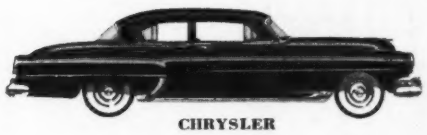
Oral arguments end in duPont case . . . Employment and payrolls set record in auto industry; average weekly employment was 930,000 in 1953 . . . Production for year totals 6,140,123 cars and 1,209,568 trucks.

Here's mighty good reading for dealers

in Chrysler Corporation Cars

The revolutionary hemispherical combustion V-8 engines, new fully automatic PowerFlite transmission, Full-Time Power Steering, Chrysler-pioneered brakes and shock absorbers and many other new features in American driving introduced by Chrysler Corporation are causing excited comment from public and press alike! The quotes below are one example. Taken from top-ranking publications, they show exactly how case-hardened automotive men reacted after driving these new cars for the first time. We think they make mighty good reading:

PLYMOUTH



CHRYSLER

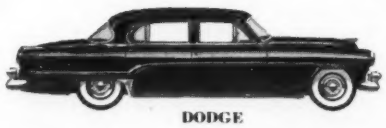
"Full-time Power Steering gives virtually fingertip control. The turning ease was strongly advocated by the woman test driver."
Don Werner, Motor Life, Mar. 1954

"The Oriflow shock absorbers do a good job of controlling the ride and, even on the hardest bumps at high or low speed, it was impossible to make the front end hit bottom!"
Popular Mechanics, Mar. 1954

"Chrysler Corporation has come up with a winner in PowerFlite . . . smoothest and most simply constructed of the automatic drives."
Jim Whipple, Cars magazine, Dec. 1953

"The interior appointments rate nothing but cheers."
Motor Life, March 1954

DE SOTO



DODGE

IMPERIAL

". . . certainly a "powerhouse on wheels" with dynamic performance. The power and acceleration, especially over 30 miles per hour, are something to talk about!"
Floyd Clymer, Popular Mechanics, Mar. 1954

"PowerFlite is just about as perfectly a coordinated mechanism as can be put between an automobile's engine and rear wheels!"
Mechanix Illustrated, Dec. 1953

"Motor Trend tested it severely and found it to be by far the strongest handbrake in any U. S. car . . . the car simply refused to move with it on." (Independent hand brake)
Motor Trend Magazine, Mar. 1954

"With engines of this high horsepower, automobile buyers have a tendency to suspect that the performance is obtained at the expense of economy . . . these fears are groundless!"
Motor Life, Mar. 1954

Wonderful things keep coming your way from

PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL

. . . products of **CHRYSLER CORPORATION**

People Are What Make An Advertising Agency

People of various talents—people of wide experience in all the phases of business and promotion—

People who are alert to the current problems and who have the imagination and judgment to come close to the needs of tomorrow—

People who can interpret advertisers' products with persuasion that leads buyers to accept and buy what the agency's clients have to sell—

Yes, it's people and their abilities that make an advertising agency capable.

And because requirements change and fresh viewpoints and techniques are needed, a strong, virile agency is constantly engaged in refining and strengthening its personnel.

That's why in the last 12 months Campbell-Ewald has added 22 new men and women to its creative staff.

Among them is **E. A. Schirmer,** who was formerly the executive vice-president of Crowell-Collier to join CECO as a member of the management group. **Julian L. Watkins,** nationally known creative advertising man, is now doing over-all creative work and supervising all copy. **James H. Hastings** has come from the Pacific Coast to join us in a supervisory art capacity, and most recently **Philip H. McHugh,** for a number of years a CBS Radio and Television director, has joined the Detroit Radio-TV department.

Needless to say, Campbell-Ewald will continue to bring new talents and new viewpoints into this organization—creating an even stronger group of practiced and practical advertising men—in order that we may continue to give sound support to the progress of the clients we serve.

CAMPBELL-EWALD COMPANY®

DETROIT • NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • WASHINGTON • ATLANTA • DALLAS • KANSAS CITY • HOLLYWOOD

AUTOMOTIVE NEWS FAMILY ALBUM

An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—

—An industry is the men who make it!

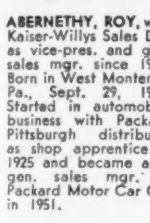
This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"

This Album is obviously incomplete, and although we try diligently to make it comprehensive, still there are omissions of important individuals who should be included here.

In some instances photographs and biographies which we requested have not been furnished in time to be included; in others, it may be a case of pure oversight. But in any event we hope these omissions will be called to our attention and the material furnished so that no one will be overlooked in next year's Family Album.

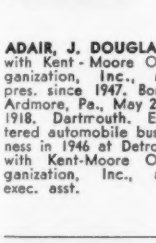
The Editors.

ABBEY, DAN R., with Kent-Moore Organization, Inc., as vice-pres. of sales since March 17, 1949. Born in Las Cruces, N. M., July 19, 1910. Texas A. & M. Elec. engr. degree. Entered automobile business in 1928 at Del Rio, Tex., with retail Chevrolet - Buick as mechanic.



ABERNETHY, ROY, with Kaiser-Willys Sales Div. as vice-pres. and gen. sales mgr. since 1953. Born in West Monterey, Pa., Sept. 29, 1906. Started in automobile business with Packard Pittsburgh distributor as shop apprentice in 1925 and became asst. gen. sales mgr. of Packard Motor Car Co. in 1951.

ACKERMAN, PAUL C., with Engineering Div. of Chrysler Corp. as Elec. Engr. — Laboratories since 1952. Born Erie, Pa., Nov. 4, 1899. University of Michigan. Entered automobile business in 1924 at Canton, Ohio, with Timken Bearing Co. as assistant chief engineer.



ADAIR, J. DOUGLAS, with Kent - Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1918. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

ADAMS, CLYDE M., with Bohn Aluminum & Brass Corp. since 1924. Elected secretary Feb. 28, 1949. Born Topeka, Kans., July 13, 1890. Univ. of Kansas. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as stores clerk.

ADAMS, FRED W., with Kaiser-Willys Sales Div. of Willys Motors, Inc., as adv. mgr. since 1953. Born Kalamazoo, Mich., July 11, 1910. Started in automobile business in 1942 with Packard Motor Car Co., and became adv. mgr. of Packard in 1947.

ADAMS, JAMES R., with MacManus, John & Adams, Inc., as pres. and treas. since 1945. Born Southern Indiana, June 19, 1898. Univ. of Indiana, Univ. of Notre Dame. Entered automobile business in 1924 in Chicago with Critchfield & Co. as copywriter on Ford account.

ADAMS, JOSEPH E., with White Motor Co. as Director of purchasing and Planning since 1950. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as Director of Material Control.

AHRENS, DON E., with Cadillac since 1925, Gen. Mgr. and Vice-Pres. of GM since July, 1950. Born Lodgepole, Neb. in 1890. University of Nebraska. B. & C. S., E. E. degrees. Entered automobile business in 1916 in Spokane as distributor.

ALEXANDER, JOSEPH W., Kaiser-Willys Sales Div. of Willys Motors, Inc. as gen. serv. mgr. Joined Kaiser - Frazer Sales Corp. as gen. serv. mgr. in 1950. Born Fort Madison, Ia. Amer. Tech. Soc. Funk & Wagnal, A. & M.E. degree. Entered automobile business at Galesburg, Ill., with Overholt Co. as a mechanic.

ALLAN, JAMES S., with Walker Mfg. Co. of Wis. as pres. since 1939. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

ALLDREDGE, MARSHALL H., with Thompson Products, Inc. as sales manager of Michigan division since 1936. Born Mt. Vernon, Indiana, April 15, 1901. Entered automobile business in 1923 at Detroit with Thompson Products, Inc.

ALLEN, PERRY E., with Allen Products Corp. as pres. Born Pontiac, Mich., Sept. 24, 1910. Entered automobile business in 1930 at Detroit, Mich.

ALLISON, RALPH M., with Warner Automotive Parts Div., Borg-Warner Corp., as pres. and gen. mgr. since 1938. Born Muncie, Ind., 1890. High schl. Entered automobile business in 1911 at Muncie with Warner Gear as cost clerk.

ALLMAN, LESLIE C., Pres. of Allman Co., Inc. Born and educated in Indiana. Entered automobile business with Fruehauf Trailer Co. as sales prom., adv. mgr. in 1929.

ANDERSON, HARRY W., with General Motors Corp. since 1919, as vice-pres. since 1942. Born Cadillac, Mich., Dec. 25, 1891. Detroit College of Law, LL.B. degree. Entered automobile business with GM's United Motors Service in legal department in 1919.

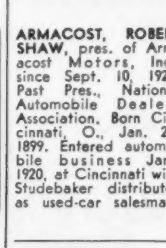
ANDERSON, JOSEPH A., with AC Spark Plug Division, General Motors Corp., as general manager since October, 1953. Born Ishpeming, Michigan, Feb. 26, 1900. Entered automobile business in 1924 at Flint with AC Spark Plug Division as foreman of Speedometer inspection.

ANDERSON, ROBERT E., with Batten, Barton, Durstine, & Osborn, Inc., as vice-pres. in chge. of Detroit office. Born Brooklyn, N. Y., June 1, 1912. Univ. of Pa. With BBD&O since 1936.

ANDERSON, WENDELL W., with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich. 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

ANZICK, ANTHONY J., with Anzick Manufacturing Co. as pres. since 1940. Born Elkland, Pa., Feb. 18, 1912. Entered automobile business in 1930 at Detroit, Mich.

APPLEMAN, ROY H., with Chrysler Division, Chrysler Corp., as exec. asst. since 1952. Born Put-in-Bay, Apr. 29, 1896. Entered automobile business in 1914 in Flint, Mich. With Chrysler Corp. since 1925.



ARMACOST, ROBERT SHAW, pres. of Armacost Motors, Inc., since Sept. 10, 1923. Past Pres., National Automobile Dealers Association. Born Cincinnati, O., Jan. 27, 1899. Entered automobile business Jan., 1920, at Cincinnati with Studebaker distributor as used-car salesman.

ARNOLD, CHARLES F., with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Univ. of Cincinnati. With Cadillac since Sept. 1925. Entered automobile business May, 1923, with Studebaker Corp.

ASHTON, JAMES E., vice-pres. with J. W. Mortell Co. since 1942. Born Chicago, Ill., Aug. 14, 1899. Tech. high school. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

ATHANSON, WILLIAM J., with National Automotive Fibres, Inc., as Vice President in Charge of Sales. Formerly with Briggs Mfg. Co. as Gen. Manager Body Parts & Ref. Materials Division since 1944. Born Feb. 1, 1909. University of Detroit. Entered automobile business in 1927.

AUFIERO, J. M., Pres. and Gen. Mgr. of E. A. Laboratories, Inc. Established since 1913.

BACHMAN, BENJAMIN B., with White Motor Co., Autocar Div. as Dir. of Engrg. since 1929. Born in Philadelphia. General schooling. Entered automobile business in 1905 with Autocar as draftsman.

BACON, THOS. P., founder and pres. Bacon Vulcanizer Mfg. Co., Oakland, Calif. Born in Oakland, Calif., May 30, 1883. Entered automobile business in 1906 as owner Sonoma Garage in Santa Rosa, Calif. Developed the Bacon Tube Plate in 1908 and pioneered many "firsts" in the tire repairing and retreading field.

BAITS, STUART G., with Hudson Motor Car Co. as vice-pres. and asst. gen. mgr. With Hudson since 1915. Born Dowagiac, Mich., Aug. 23, 1891. Univ. of Mich., B.E.E.

BAKER, NEWTON D. II, with Harris Products Company as president since 1950. Born Cleveland, Ohio, 1907. Entered automobile business in 1942 with Cleveland Graphite Bronze Co. as asst. to president.

BAKER, S. FRANK, Detroit Automotive Products Corp.; pres. since 1949. Born Council Grove, Kans., Nov. 25, 1895. Public Schools, State of Kans.; SMA-U. of Tex. Entered automotive equipment business in 1932 at Detroit as one of original organizers and vice-pres. of Thornton Tandem Co.

BALDERSTON, WILLIAM, with Philco Corp. Pres. since June, 1948. Born in Boise, Id., Dec. 13, 1896. Univ. of Wisconsin. Entered automobile business in 1929-30 with Auto Radio Corp., Long Island, N. Y.

BALDWIN, WALTER D., with United States Rubber Co. as director of manufacturers sales since 1947. Born in California on Jan. 16, 1909. Univ. of Calif., B.S. degree. Entered automobile business in 1932 at Spokane, Wash., with United States Rubber Co. as salesman.

BALLANTYNE, ALAN A., with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O., with Electric Auto-Lite as asst. to adv. mgr.

BANCROFT, RICHARD H., with Perfect Circle since Apr. 1, 1953 as Division Manufacturing Manager over Perfect Circle's three casting plants at New Castle, Richmond, and Muskegon. Born Springfield, O., June 25, 1903. Ohio State Univ. B.Ch.E. Entered automobile business in 1931 with Perfect Circle as research engr.

BARIT, A. EDWARD, with Hudson Motor Car Co., as pres. and gen. mgr. since 1936. Entered automobile business in 1906 in Detroit with Chalmers.

BARRETT, WILLIAM R., with Rinshed-Mason Co. as vice-pres., gen. mgr. since 1952. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B.S. Chem. Engr.

BARTHOLOMEW, EARL, with Ethyl Corp. since 1926; staff executive since 1951. Born in Norman, Okla., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S. in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Div.

BASTER, FOREST S., with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12, 1896. Case Institute of Technology. B.S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr. of design analysis.

BAUBIE, JAMES A., with Chrysler Corporation as Manager of Public Relations Services since March, 1953. Born June 9, 1907 at Detroit. Entered automobile business in 1951 with Chrysler Corporation as manager of Press Information Services.

AUTOMOTIVE NEWS FAMILY ALBUM

BAUMAN, JOHN NEVIN, with White Motor Co. as vice-pres. in charge of sales since 1935. Born in Jeanette, Pa., March 11, 1899. Bucknell Mich. M.E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

BAYNE, JOSEPH E., with Lincoln-Mercury Div., Ford Motor Co., as gen. sales mgr. since June, 1947. Born Detroit, Jan. 15, 1902. Detroit Junior Coll. Entered automobile business in 1924 at Detroit with John H. Thompson Co. as retail salesman.

BEATTY, JOHN T., with United Specialties Co. as president since 1939. Born in Muncie, Ind., Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill., as vice-pres. of United Air Cleaner Co., now a division of United Specialties Co.

BECK, DANIEL L., with Executives Selection & Training Institute as owner since 1945. Born Denver, Col. Colorado School of Mines, E. M. degree. Entered automobile business in 1921 at Denver with Sharman Auto Co (Oakland dealer) as retail salesman.

BEDFORD, T. A., vice-pres. and dir. of Kaiser Motors Corp. and Willys Motors, Inc. Born in San Diego, Calif., Feb. 7, 1909. Entered auto business with K-F in 1946 after association with various Kaiser industries on West Coast since 1932.

BAY, ROGER O., with Bonney Forge and Tool Works as vice-pres., tool sales, since 1953. Born Salem, Ill., Nov. 20, 1920. Entered automobile business in 1945 at Chicago with Tungsten Spark Plug Mfg. Co. as salesman.

BAZNER, MARTIN W., with Ammco Tools, Inc., as vice-pres., sales mgr. since 1947. Born in Chicago, Ill., Sept. 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr.

BEATTY, WILLIAM H., with R. L. Polk & Co. as vice-pres. and gen. sales mgr. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A.B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff correspondent.

BEDFORD, CLAY P., vice-pres. of Willys Motors, Inc., and dir. of Kaiser Motors Corp. Born Benjamin, Tex., Aug. 25, 1903. Rensselaer Poly., C.E. degree. Entered automobile business in 1945 at Willow Run, Mich., with Kaiser-Frazer as vice-pres., exec. vice-pres. 1949-1953.

BEISER, RICHARD E., with National Automobile Transporters Assn. as gen. mgr. since 1944. Born Campbell county, Ky., Dec. 26, 1900. Univ. of Kentucky. Entered automobile business in 1924 at St. Louis, Mo., with Johnson Auto Co. (Ford) as parts dept. mgr.

BELFIE, ALBERT H., with Buick Motor Div. as general sales manager. Born in Dollar Bay, Mich., in 1900. Mich. Coll. of Mines. Entered automobile business in 1919 at Lansing, Mich., with Oldsmobile as clerk.

BEMB, WALTER J., with Houdaille-Hershey Corp. as vice-pres. since Aug. 27, 1946. Entered automobile business in 1902 at Detroit with Wm. E. Metzger Co.

BENDER, R. B., with Studebaker as general service mgr. since Oct. 1, 1948. Born Grantsville, Md., Nov. 26, 1903. Allegheny Coll. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

BENNETT, J. DOUGLAS, with Federal Fawick Corp. as general mgr. of Federal Motor Truck Div. since 1953. Born Jersey City, N. J., Nov. 17, 1917. U. of M., B.S.M.E. Entered automobile business in 1944 at Philadelphia with Empire Tractor Co. as VP in charge of Engineering.

BENTLEY, CALVIN P., chmn. of the bd. of The Mitchell-Bentley Corp., and dir. of Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., May 28, 1883. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and dir.

BERG, HAROLD R., with Ethyl Corp. as gen. mgr. of antiknock sales since 1952. Born Manchester, N. H., Apr. 14, 1905. Univ. of N. H., B.S.M.E. Entered automobile business in 1928 as field rep. with Ethyl Corp.

BERNARD, HARRY, with Mack Mfg. Corp. New office at Plainfield, N. J. Vice-pres. service Dec. 1951. Born Montreal, Can., Nov. 28, 1901. Brown Univ. Sc.B. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

6

Our modern plants

in six separate locations

give you a stabilized, dependable

source for sleeve bearings

and bushings—

and the finest engineering and

field service in the industry is yours

at our sales offices in

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DETROIT
General Motors Bldg. • TRinity 2-3453

NEW YORK
Chrysler Bldg. • MUrray Hill 6-8351

CHICAGO
McCormick Bldg. • WAbash 2-6220

The Cleveland Graphite Bronze Company
DIVISION OF CLEVITE CORPORATION

AUTOMOTIVE NEWS FAMILY ALBUM

BEST, PAUL B., JR., with Hupp Corp. as gen. sales mgr. Born Oak Park, Ill., 1917. Ohio State U., B.E.E. Entered automobile business in 1939 at Owosso, Mich., with Redmond Co., Inc., as engineer.

BLACK, ROBERT F., with White Motor Co. as pres. since 1935. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co. Inc. as factory worker.

BLANCHARD, DONALD D., with Society of Automotive Engineers since 1936 as secy. SAE tech. board. Born in Ontario, Can., in 1894. Columbia Univ., E.E. degree. Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst. tech. editor.

BLANK, WILLIAM E., with Auto-Lite Battery Corp. as sales mgr. since 1935. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

BLUME, WILLIAM A., with Gemmer Mfg. Co., as dir. and vice-pres. of sales since May, 1953, born in Sewickley Twp., Pa., July 31, 1893. Penn State, B.S. degree. Entered automobile business in 1926 at Detroit with American Brakeblok Div., American Brake Shoe Co., as vice-pres.

BETTE, A. J., with Johns-Manville Corp. since 1930, as mgr. of friction materials since Jan., 1953. Born New York, 1907. Manhattan Coll., N. Y. Univ.

BLAKESLEE, WILLIAM S., JR., with Gar Wood Industries, Inc., sales mgr., Wayne div. Born Grand Rapids, Mich., Oct. 10, 1914. Dartmouth, A.B. Entered automobile business in 1936 at Detroit with Gar Wood Industries, Inc., in sales dept.

BLANCHARD, WALTER E., with Ford Motor Co. as adv. asst. since 1942. In charge of truck advertising, Ford Div. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

BLOOD, HOWARD E., with Borg-Warner Corp. as vice-pres. since 1932. Born Petoskey, Mich., 1886. Univ. of Mich., B.S. Entered automobile business in 1909 at Kalamazoo, Mich., with Blood Bros. Machine Co. as engr. and asst. gen. mgr.

BODKIN, EDWIN O., with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.

BIGELOW, J. J., with Sparton Automotive, Div. of The Sparks-Withington Co. as sales mgr. since 1949. Born Hazleton, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazleton, Pa., with Automotive Supply Co. as salesman.

BIGGERS, JOHN D., with Libbey-Owens-Ford Glass Co., as pres. since 1930. Chairman since April, 1953. Born St. Louis, Mo., Dec. 19, 1888. Univ. of Michigan, A.B., LL.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain, Ltd., as mng. dir.

BIGGERS, ROBERT L., with Chrysler Corp. as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

BIGGERS, W. E., district mgr. for Rohm & Haas Co. and J. W. Clement Co. Born St. Louis. Smith Acad., St. Louis; Detroit Univ. School, Univ. of Mich. Entered automobile business in 1912 with Hyatt Roller Bearing Co. as adv. and sales promotion mgr.

BIRD, WILLIAM J. with Plymouth Div., Chrysler Corp., as gen. sales mgr. since Apr. 1953. Born Holden, W. Va., Oct. 9, 1909. Grad. Univ. of Mich., 1933, B. S. civil engrg. and trans. Associated with automobile business since 1934 when he joined Dodge Div., Chrysler Corp., in traffic department.

BLACK, FRED L., with Nash-Kelvinator Corp. as dir. of pub. rel. since Dec., 1945. Born Battle Creek, Mich., Jan. 26, 1891. Miami (O.) Univ., A.B. degree. Entered automobile business in 1918 at Detroit with Ford Motor Co. pub. rel. and adv. exec.

BLACK, ROBERT D., with Black & Decker Mfg. Co. as vice-pres. since 1917. Born in White Hall, Md., in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw mach. operator with Black & Decker.

One sign, one name,

identifies the right parts for all Plymouth, Dodge, De Soto, Chrysler cars and Dodge Trucks

The MoPar sign means genuine Chrysler Corporation parts and accessories

Chrysler Corporation provides parts and accessories for all its cars and trucks under one name—MoPar.

This name is your assurance of getting parts that fit right, work right, last longer and give greater satisfaction. That is because MoPar parts are precisely like parts made for new cars and trucks—designed by the same Chrysler Corporation engineers, to meet the same high standards.

MoPar parts are easy to obtain, easy to install—are available for many jobs in timesaving, complete service "packages", with *all* needed parts.

For real satisfaction—both your own and the customer's—always install genuine MoPar parts and accessories.

PARTS DIVISION

CHRYSLER CORPORATION

DETROIT 31, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

BOESCHENSTEIN, HAROLD, with Owens-Corning Fiberglas Corp. as pres. and dir. since Nov., 1938. Born Edwardsville Ill., July 21, 1896. Univ. of Ill., '20, A.B.

BORG, GEO. W., with Borg-Warner Corp. as dir. since 1929; Borg & Beck div. chmn. of Supervisory board. Also Pres. of The George W. Borg Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill., with Borg & Beck Co. as vice-pres.

BOWIE, CHESTER EUGENE (CHET), with Ford Div. as asst. gen. sales mgr., field operations since 1953. Born in Cincinnati, O., Dec. 30, 1906. Drake Univ. Entered automobile business with Ford as clerk in 1929.

BRACKEN, D. J., with Lincoln-Mercury Div. of Ford Motor Co. as gen. mfg. mgr. since Aug., 1953. Born in Kansas City, Mo., on Aug. 16, 1911. Entered automobile business in 1928 as student with GM Inst. school.

BRAENDEL, HELMUTH G., director of engr. and production since Aug., 1951, Wilkening Mfg. Co. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt, Germany, M.M.E.; Chrysler Inst. of Engr. Entered automobile business in 1935 with Chrysler Corp. as student engr.

BOLL, JOHN A., with United States Rubber Co. sales mgr. Fisk-Gillette Tires Div. since 1951. Born Brooklyn, N. Y., March 21, 1900. High school. Entered automobile business in 1926 at New York with U. S. Rubber Co., U. S. Tires Div.

BOUDREAU, JAMES E., with Ethyl Corp. as public relations director since 1951. Graduate of U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

BOYES, DONALD L., with Hyatt Bearings Div. as gen. mgr. since Dec., 1953. GM Inst., Mass. Inst. of Tech. Entered automobile business in 1932 with Central Fdry Div. of General Motors.

BRADLEY, ALBERT, with General Motors Corp. as exec. vice-pres. since Nov., 1942, with GMC since 1919. Born Blackburn, Eng., May 29, 1891. Dartmouth, B.S.; Univ. of Mich., A.M., Ph.D. Entered automobile business in 1919 at Detroit with General Motors Corp. as asst. to compt.

BRANDENBURGER, HERMAN H., with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

BREDIMUS, FRANK L., pres. and treas. Globe Hoist Co. Born Des Moines, Ia., May 9, 1907. Univ. of Iowa. Entered automobile business in 1937 with Globe Hoist Co., as assistant treasurer.

BREECH, ERNEST ROBERT, with Ford Motor Co. as exec. vice-pres. since July 1, 1946. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll. Walton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

BRENNAN, JOHN E., with Chrysler Corp. as gen. mgr., Automotive Body Div. since Dec. 1953. Born Tomah, Wis., 1912. Grad. Univ. Wis., 1934. With Chrysler Corp. since 1934.

BRIDGE, FRANK V., with Buick Motor Div. as asst. gen. sales mgr. in charge of eastern region. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1930.

BRIGGS, C. E., with Packard Motor Car Co. as vice-pres. of sales since 1953. Born Port Huron, Mich., Aug. 25, 1901. Detroit Inst. of Tech. B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

BRIGGS, JOHN H., with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

BROTHER, DORAN P., with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

a two-bagger
can be turned
into
a home-run
by putting
the extra power
of
The Detroit Times
behind
your sales message.
—to make a circuit
of the bases in the
Detroit Market area
use
The Detroit Times
"HALF"
—daily and Sunday!

•

5% of Detroit area families are in the $10,000 or more income bracket. 29% have an income of $5,000 to $10,000 and 64% have an income of $5,000 or below. (U. S. Census) The ratio of Detroit Times circulation among income groups in the Detroit area follows this same pattern. Thus Detroit Times advertisers are assured of equitable coverage among all income groups.

•

The Detroit Times "HALF" of the Detroit Market Is Just as Important as the "Other Half"

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

AUTOMOTIVE NEWS FAMILY ALBUM

BROWDER, GEORGE R., with Hudson as director of advertising & merchandising since 1949. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.

BULLOCK, WILLIAM E., with A P Parts Corp. as exec. vice-pres. and gen. sales mgr. since 1932. Born in Missouri. High school. Entered automobile business in 1928 at Kansas City, Mo., with Splitdorf Electric as salesman.

BURKE, JOSEPH D., with Universal Sales, Inc. as vice-pres. and gen. sales mgr. since 1950. Born Detroit, Mich. Western High School. Entered automobile business in 1909 at Detroit with E. M. F. Co. as student trainee.

BUSH, EARL J., with Diamond T Motor Car Co. as pres. and treas. since 1946. Born in Topeka, Kans., May 12, 1891. Washburn College, Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

BUZARD, R. M., with International Harvester Co. as Manager of Sales, Motor Truck Div., since December 31, 1953. Born Ashland, O. Ashland college. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

BROWN, BERNARD A., with Moraine Products Div. of G. M. Corp. as gen. mgr. since 1940. Born in Yellow Springs, O., in 1889. Antioch College. Entered automobile business in 1913 at Dayton, O., with Dayton Engineering Lab. as factory worker.

BURKE, JOHN W., with Chevrolet Motor Div. as truck sales mgr. since 1944. Born in Watertown, Wis., in 1890. Sacred Heart Academy (comm.). Entered automobile business in 1920 at Milwaukee with Ford Motor Co. as dist. sales mgr., trucks.

BURKHOLDER, FRED O., pres. Ahlberg Bearing Co., since April, 1943. Born London, Ont., 1893. Educated Chicago. Entered automobile business with Ahlberg Bearing Co. in 1915 in sales dept.

BUTLER, ARTHUR C., Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.

CALLANAN, EDWARD A., with Brown Rubber Co., Inc., Lafayette, Ind., as pres. and gen. mgr. since 1940. Born in Springfield, Mass., June 3, 1889. Entered automobile business in 1914 at Toledo, O., with Willys-Overland Co. as pur. agt.

BROWN, BERNARD A., with Roche, Williams & Cleary, Inc., as Studebaker res. rep. since February, 1943. Born in Ann Arbor, Mich., 1909. High school. Entered automobile business in 1929 at South Bend with Studebaker as adv. clerk.

BROWN, CHARLES S., with Lincoln - Mercury Div. Ford Motor Co. as gen. pur. agent since 1951. Born in Detroit Jan. 7, 1901. Entered automobile business in 1919 at Highland Park in drafting dept.

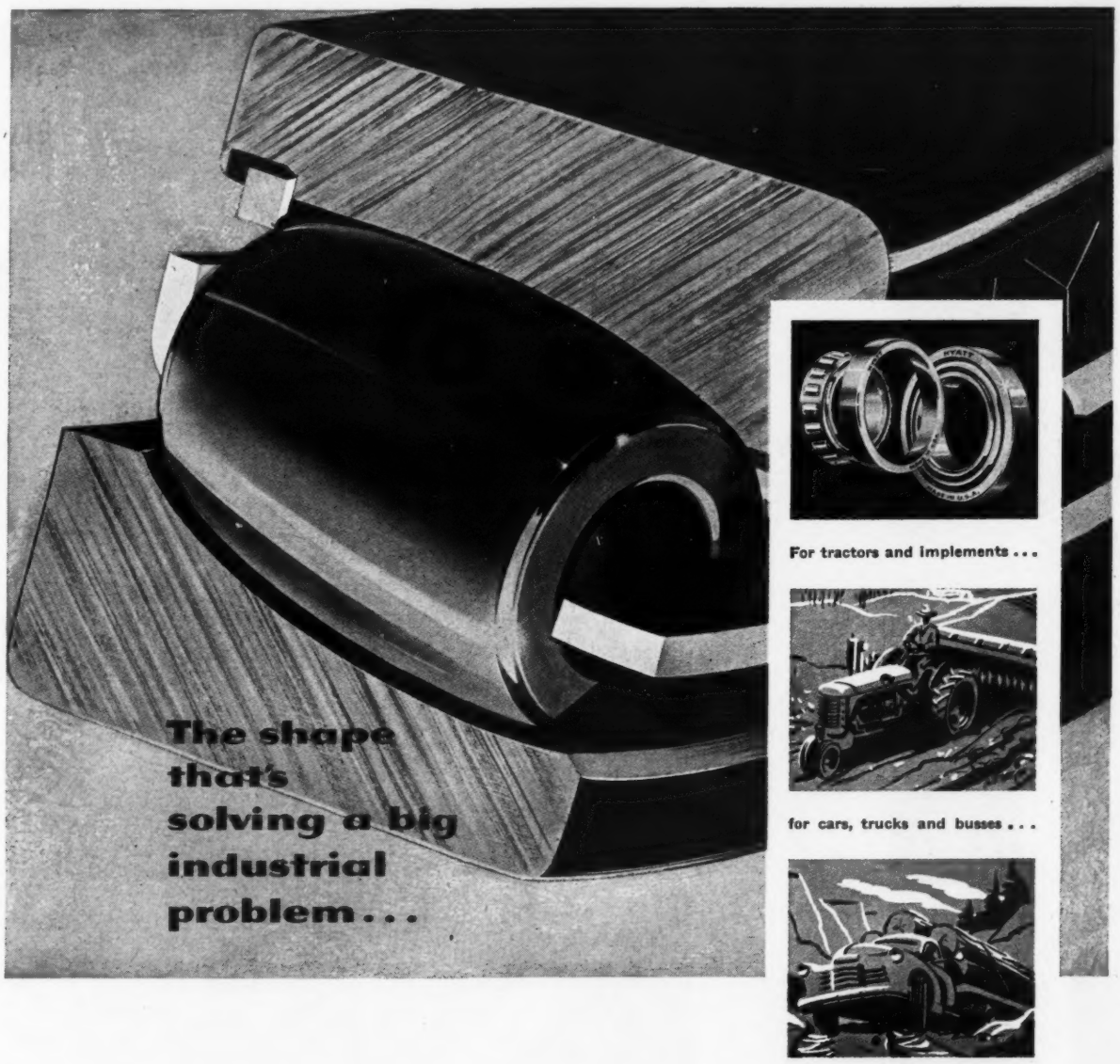
BROWN, LEO M., with St. Paul Hydraulic Hoist Div. as sales mgr. since 1952. Born Mansfield, O., May 16, 1916. Ohio State. Entered automobile business in 1946 at Galion, Ohio, with Hercules Steel Prod. Co.

BROWNYER, NELSON R., with Timken - Detroit Axle Division, Rockwell Spring and Axle Company, as vice-pres. since 1945. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

BUDD, EDWARD G., JR., with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan College, B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

BUGAS, JOHN S., with Ford Motor Co. as vice - pres., industrial relations since 1946. Born Rock Springs, Wyo., Apr. 26, 1908. Univ. of Wyo. LL.B. Entered automobile business with Ford Motor Co., 1944.

BULLARD, E. C., with The Bullard Co. Pres. and gen. mgr. Born in Bridgeport, Conn. Curtis Sch., Brookfield, Conn. Sheffield School of Yale, M. E. Entered automobile business in 1917 with The Bullard Co.



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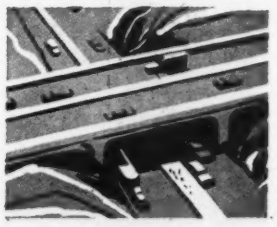
You're looking at a cross section of industry's newest find—*the bearing that's built with barrel-shaped rollers!* Developed by Hyatt, the Barrel Bearing is of true dual-purpose design—it takes load from any direction. But more than that, the Barrel Bearing is self-aligning—and misalignment of supporting parts cannot cause excessive wear, as it does with ordinary bearings. Now in volume production, this new bearing is in the newest trucks and busses, in farm, textile and construction equipment, and in many types of oil field machinery. In fact, if you own a new car there's a good chance that Barrel Bearings are in the wheels and differential.



for construction equipment and many types of new machinery.

HYATT ROLLER BEARINGS

STRAIGHT BARREL TAPER

HYATT BEARINGS DIVISION • GENERAL MOTORS CORPORATION • HARRISON, N. J.

AUTOMOTIVE NEWS FAMILY ALBUM

CAMP, T. L., gen. mgr. of Federal-Mogul Service Div. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal-Mogul in 1930.

CARROLL, CHARLES H., dir. of pur. office, mfg. staff, Ford Motor Co. since Jan. 15, 1954. Born Chicago, Ill., Nov. 19, 1888. Joined Ford as steel buyer in 1918.

CASS, ROBERT, with White Motor Co. as asst. to the pres. since 1951. With the firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1925 with present company as engr. sec.

CHAPMAN, E. J., Pontiac asst. gen. sales mgr. since 1949. (In charge of East). Born Dec. 27, 1902, at Oakland, Calif. Entered automobile field as San Mateo (Calif.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland.

CHAYNE, CHAS. A., with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

CAMPBELL, C. ALFRED, with Marmon-Herrington Co., Inc., since 1937, as vice-pres. since 1942. Born in Bellefontaine, O., July 16, 1895. Sorbonne Univ., Paris; Ohio State Univ., A.B., B.C.E., 1920, C.E. 1951. Entered automobile business in 1920 at Indianapolis with Nordyke & Marmon Co. as asst. sales ext. mgr.

CASEY, JOHN E., with Lincoln Engineering Co. as Detroit factory rep. Born Nov. 1, 1890. Entered automobile business in 1907 with Reo.

CASTLES, DAVID E., pres. Castles, Wilson Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

CHAPMAN, EDMUND S., with Clayton Manufacturing Company as exec. vice-pres. since 1943. Born in Chicago, Ill. 1895. University of Wis. Entered automobile business in 1929 at Detroit with Chrysler Corp. as staff master mechanic.

CHRISTENSON, LEROY W., with The Cleveland Graphite Bronze Co., div. of Clevite Corp. since 1924; vice-pres. sales since 1948. Born Reno, Nev., Sept. 2, 1895. Entered automobile business in 1915 at Cleveland, O., with Grant Motor Car Co. as gen. mech.

CAMPBELL, L. J., with Firestone Steel Products Co. as pres. since 1952. Born Washington, D.C., Oct. 27, 1906. New York Univ., B.C.S. degree With Firestone since 1942.

CARGILE, L. CLARE, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.

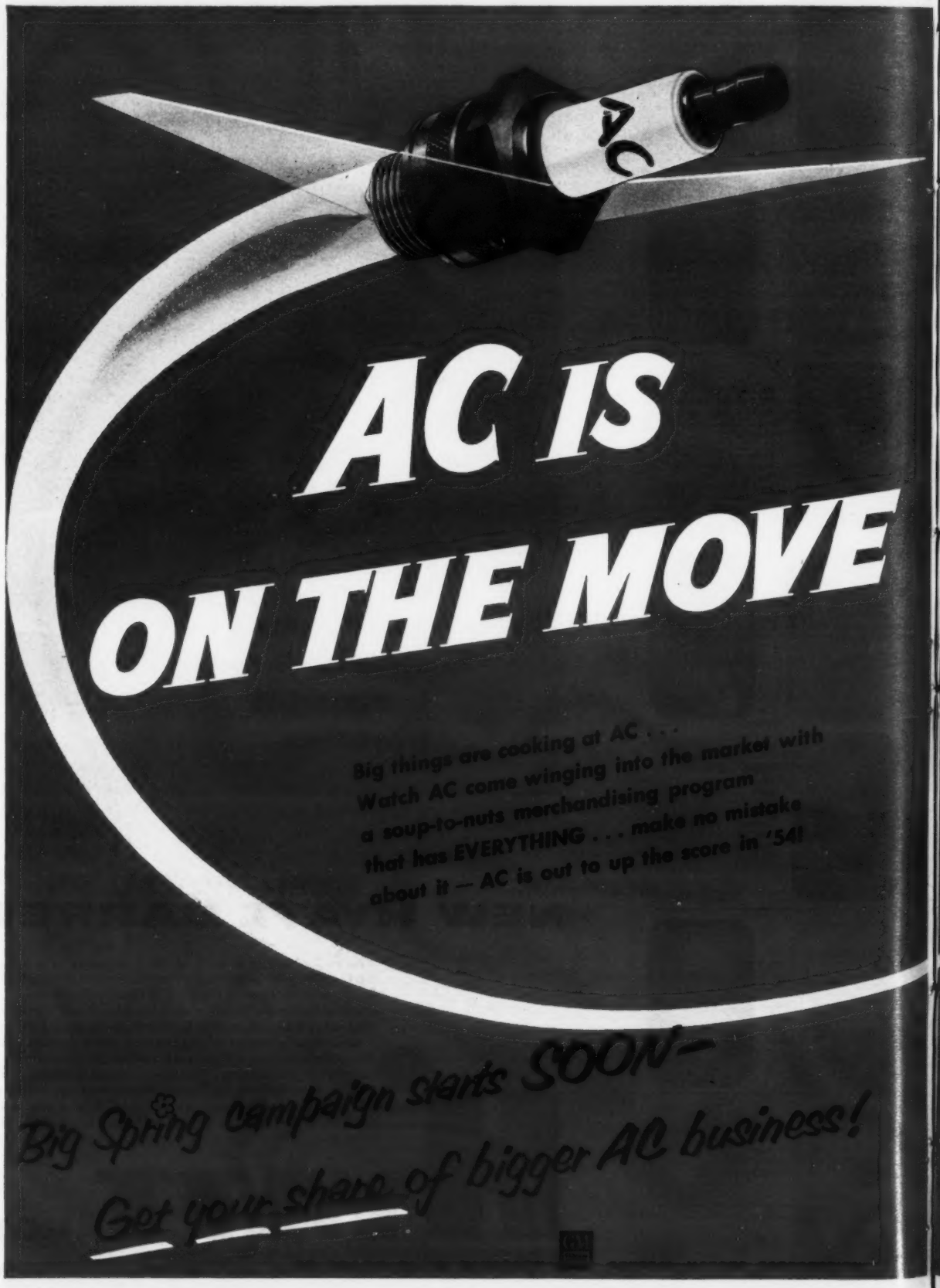
CARLSON, LESTER F., with Oldsmobile Div., GMC, gen. merch. mgr. Joined GM in 1942. Entered automobile business in 1936 at Portland, Ore., with D.P. Brother Co., Inc., as pub. dir.

CARLSON, RAYMOND EARL, Tung-Sol Lamp Works, Inc., vice-pres. and dir. Born Bear Lake, Mich., Nov. 8, 1890. Univ. of Mich., B.E.E. Chmn. Soc. Auto Engrs. lighting committee. Vice-Pres., dir., Radio, Television Mfrs. Assn.

CARLSON, STEN I., export manager, Nash Motors Div., Nash-Kelvinator Corp. since July, 1944. Born Iron Mountain, Mich. Univ. of Mich., 1911. Entered automobile business in 1911 with Packard.

CARON, JOHN H., with Chrysler div. Chrysler Corp. as adv. mgr. since 1945. Born in Louisville, Ky., Feb. 20, 1895. Business sch. Entered automobile business in 1920 at Indianapolis with Homer McKee Co. as prod. man.

CARPENTER, RALPH E., with Dana Corp. as vice chmn. of bd. since Jan 1954, as pres. since 1948. Born in Clinton, N. Y., in 1882. Entered automobile business in 1918 at Cleveland with Aluminum Castings Co. as asst. to pres.



AUTOMOTIVE NEWS FAMILY ALBUM

CHRISTIAN, FRANK T., with Eclipse Mach. Div., Bendix Avia. Corp., as chief engineer since 1945. Born Elmira, N. Y., Jan. 5, 1907. Bucknell University, M. E. degree. Entered automobile business in 1929 with Eclipse Mach. Co. as engineer.

CLARK, RENSSELAER W., with Hayes Mfg. Corp. as pres. since 1940. Born in Hudson Falls, N. Y., Aug. 18, 1885. U.S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres.

CLOUSER, WALTER A., with Muskegon Piston Ring Co. as vice-pres. in chge. of sales. Born in Philadelphia, Pa., 1897. Entered automobile business in 1914. Joined Muskegon Piston Ring in 1944 and became mgr. of the Detroit office.

COLBERT, L. L. pres. of Chrysler Corp. since Nov. 3, 1950. Born in Oakwood, Tex., June 13, 1905. Univ. of Tex., B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident attorney.

COLLINS, DON H., with Hastings Mfg. Co. and Casite Div. as dir. of adv. since 1946. Born in Hoopeston, Ill., Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive, Perfect Circle) dept.

CHRISTOPHER, RAYMOND F., with Sun Electric Corp. as vice-pres., dir. sales promotion, Export Div. Born Primghar, Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha, Neb., with O. L. Rhoades Co., as sales representative.

CLEARY, JAMES M., with Roche Williams & Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B. Chicago Tribune 1907-1925; Studebaker 1925-1933.

COCHRANE, BERT G., with Casco Products Corp., Bridgeport 2, Conn. vice-pres. and dir. since 1930. Born in Chicago, Ill., 1887. Lane Tech. H. S. Entered automobile business in 1914 at Chicago, Ill., with Howe Lamp and Mfg. Co. as vice-pres. and gen. sales mgr.

COLE, EDWARD N., with Chevrolet Motor Div. of GM Corp. as chief engr. since May, 1952. Born Marne, Mich., Sept. 17, 1909. Graduate GM Institute. Entered automobile business in 1934 as laboratory asst., Cadillac engineering dept.

COLLYER, JOHN L., with B. F. Goodrich Co., Akron, O., as pres. since 1939, chairman since 1950. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

CONDER, ROBERT W., with Chrysler Corp. as vice-pres. since 1952 and dir. of industrial rel. since Feb., 1951. Born Indianapolis, Ind., Aug. 25, 1903. DePauw Univ., B.A.; Univ. of Mich. law school. Entered automobile business in 1936 in legal dept. of Chrysler Corp.

CONLEY, RUSSELL E., with R. M. Hollingshead Corp., Camden, N. J., as adv. mgr. since 1943. Born Haddonfield, N. J., 1915. Univ. of Penn. Entered automobile business in 1939 with same organization. Past president, Automotive Advertisers Council.

CONLON, JAMES L., with Buick-Oldsmobile-Pontiac Div. of General Motors Corp. as gen. mgr. since May, 1952. Born Port Lambton, Ont., July 24, 1895. Univ. of Detroit. Entered automobile business in 1925 at Detroit with Ternstedt Div. as experimental mechanic and draftsman.

COOGAN, EDWARD F., vice-pres., The White Motor Co., in charge of Autocar Div. since 1949. Born W. Springfield, Mass., Aug. 11, 1888. Associated with automotive industry since 1905. Became connected with Autocar Co. in 1924 as mgr. of New Haven Factory Branch.

COOK, HOWARD J., with Chrysler Corp. as dir., Chrysler Conference of Business Management since 1949. Born 1892 at Detroit. Entered automobile business in 1910 with Ford and EMF Co. Joined Chrysler Corp. in 1927 as exec. asst. to gen. sales mgr.

COOPER, BERRY W., with General Motors Corp., gen. mgr. Delco Radio Div. Born Dec. 10, 1893, at Greenfield, Ind. Earlham college and Ph.B., Univ. of Chi. Joined GM Aug., 1919 as accountant for Delco-Remy Div., Anderson, Ind.

COPE, JAMES, with Chrysler Corp. as vice-pres. since 1952. Born in Genoa, Italy, in 1904. Entered automobile business in 1934 at Washington with Auto Mfrs. Assn.

New action-packed advertising!

Hang onto your hat — AC is hitting the boards on highways coast to coast — plastering every important market area with smashing copy that lets motorists know, in short order, what a new set of AC Spark Plugs will do for their cars! The tremendous AC national magazine advertising campaign in all the big-time publications ties right in with this a hundred percent! Be sure you're in on it!

AC SPARK PLUGS

New sales-making merchandising!

No one, but no one, beats AC at putting together merchandising programs that pack a wallop where the wallop does the most good—at the *point-of-sale!* This spring program is no exception — window trim, pump stickers, airplanes for kids—AC has thought of *everything!* Hop on the band wagon —AC is really rolling!

AUTOMOTIVE NEWS FAMILY ALBUM

COPELAND, ROBERT F. G., with Lincoln - Mercury Div., Ford Motor Co., as adv. and pro. mgr. since 1948. Born in Indianapolis, Ind., Dec. 25, 1902. Entered automobile business in 1927 at Chicago with Chicago Herald-Examiner as automobile editor.

COSTELLO, JOSEPH A., with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Penn. State Coll., B.S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

COTTON, HAROLD M., with Acme Quality Paints, Inc., as mgr. industrial - automotive sales since 1943. Born Beach Park, O., May 21, 1898. Det. Central High, Det. Junior Coll. Entered automobile business in 1928 in Detroit with Acme Quality Paints, Inc., in sales dept.

COURAGE, WILLIAM L., with Hudson Motor Car Co. as dir. of sales admin. Born Harbor Grace, Nfld., Jan. 14, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

CRAWFORD, FREDERICK C., with Thompson Products, Inc., chmn. of the bd. since Apr. 1, 1953. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. fraternity. Entered automobile business in 1916 with Steel Products Co.

CORTRIGHT, J. A., vice-pres. in charge of sales; with Clayton since 1935. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah with Bertram Motor Supply Co. as stock clerk.

COTES, MERVIN F., with Motor Wheel Corp. as pres. and gen. mgr. since 1952. Born Peoria, Ill., Sept. 8, 1899. Univ. of Ill., B.S. degree. Joined Motor Wheel Corp. in Sept., 1932, as dir. of sales for the Duo-Therm Div.

COUPER, THOMAS, with L. A. Young Spring & Wire Corp., Detroit, as vice - pres. in chge. of sales and adv. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

COUTURE, ALLEN B., with Engr. Div. of Chrysler Corp. as exec. engr., experimental, since 1952. Born La-Salle, Mich., July 5, 1890. Entered automobile business in 1909 at Toledo, O., with Pope Toledo Co. as experimental engr.

CRAWFORD, H. L., with Studebaker Corp. as mgr. special sales activities div. since 1944. Born in Terre Haute, Ind., in 1905. Rose Poly.; Univ. of Illinois. Entered automobile business in 1926 at Detroit with Fisher Body prod. dept.

CRAWFORD, HOWARD E., with Pontiac Div., GM Corp., as gen. sales mgr. since 1952. Born July 17, 1905, Atchison, Kans. Graduate Univ. of Kansas. Entered automobile business as acct. with Chevrolet in Kansas City in 1930.

CRISP, PARK P., with Firestone Industrial Prod. Div., Firestone Tire & Rubber Co., as pres. since 1939. Born Akron, O., June 7, 1893. Univ. of Akron, B.S. degree. Entered automobile business in 1916 at Akron with Miller Rubber Co. as chemist.

CRITCHFIELD, ROBERT M., with Pontiac Motor Div., GM Corp., as gen. mgr. since July, 1952. Born Columbus, O., Nov. 9, 1894. O. State Univ., B in E.E. degree. With GM Corp. since 1921.

CRONIN, JOHN J., with General Motors Corp., vice-pres. mfg. staff. Born Feb. 10, 1895, in Detroit. A.B. degree, 1915, Univ. of Detroit. Joined Fisher Body Div. of General Motors Corp. June 1, 1918.

CRONIN, WILLIAM J., with Automobile Mfrs. Assn. as mng. dir. since 1948. Born Andover, Mass., Dec. 28, 1892. Boston Univ., LL.B.; N. Y. Univ., M.B.A. Entered automobile business in 1933 at Detroit with Automobile Mfrs. Assn. as mgr., manufacturing dept.

CROSS, FREDERICK R., with Stewart - Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

CROWDER, CHARLES R., with Van Norman Co. since 1929, exec. vice-pres. since June, 1952. Born in Blackstone, Va., Mar. 1, 1907. High school. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman. Past pres. National Standards Parts Assn. Past pres. Springfield Sales Executives Club.

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Little known to most people, but highly regarded among engineers, the science of wheel engineering has reached its most advanced stage of development at Kelsey-Hayes. Here, with a background of experience that goes back to the birth of the automobile, specialists in wheel engineering design, test and build wheels, hubs and drums for almost every kind of vehicle.

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AUTOMOTIVE NEWS FAMILY ALBUM

CROWLEY, A. H., with Lincoln - Mercury Div., Ford Motor Co., as asst. gen. sales mgr. Mercury since 1953. Entered automobile business in 1923 in Boston on sales staff.

DAVIS, JOHN R., vice-pres., group executive, and member of bd. of dir. Ford Motor Co. Born Oil City, Pa., Nov. 10, 1894. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1919 at Detroit with Ford Motor Co. as salesman.

DAVIS, PAUL R., with Studebaker Corp. as gen. sales mgr. since Jan. 1, 1945. Born in Huntsville, Ala., Jan. 30, 1903. Georgia Tech. B.S. Elec. Eng. Entered automobile business in 1924 at South Bend with Studebaker Corp. as sales trainee.

DAY, GEORGE H., II., with Lumite Div., Chicopee Mills, Inc., as vice - pres. and gen. sales mgr. since Mar., 1949. Born New York City, May 12, 1908. Pomfret school, Yale Univ. Entered automobile business in 1944 at New York City with Chicopee Mfg. Corp. as sales mgr.

DEIBLER, ROBERT H., Pacific Coast advertising representative of Automotive News since 1940. Born in Conneaut, O., in 1894. Western Reserve Univ., A.B. Entered automobile business in 1919 at Cleveland, O., with Oldfield Tire & Rubber Co. as sales prom. mgr.

CRUSOE, LEWIS D., with Ford Motor Co. as vice-pres. and gen. mgr., Ford Div., since 1949. Born in More, Minn., Feb. 25, 1895. Univ., of Wisconsin, Univ. of Detroit, M.C.E. Entered automobile business in 1913 at Detroit with Fisher Body Co. as shop clerk.

DAVIS, JOHNSON S., with Borg-Warner Corp. since 1932; pub. rel. dir. since 1943. Born in Muncie, Ind., 1908. Prep sch., Columbia. Entered automobile business in 1918 at Muncie, Ind., with Glascock Bros. Mfg. Co. as mascot for ball team.

DAWSON, HILARION D., with General Motors Corp., gen. mgr. Delco-Remy Div., Anderson, Ind. Born at Salem, N. Y., Aug. 17, 1897. Graduated Norwich Univ. 1919. Joined Delco-Remy in 1925.

DeHART, HENRY T., with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

DELANEY, GEORGE A., Chief engr. of Pontiac since 1946. Entered autofield with Paige Detroit Motor Car Co., 1920, as product engr. Graduated with Engineering BS from Univ. of Missouri (Columbia). Born in Centerview, Mo., Feb. 11, 1895.

CURTAN, CORNELIUS R., with Chrysler Div., Chrysler Corp. as sales mgr. since Feb., 1953. Born Denver, Colo. Nov. 14, 1915. Univ. of Texas. Joined Chrysler Corp. in Jan., 1946, as district mgr. of Omaha of Chrysler Div.

CURTICE, HARLOW H., president, General Motors Corp. since Feb. 2, 1953. Born Eaton Rapids, Mich., Aug. 15, 1893. Ferris Inst. Entered automobile business in 1914 at Flint, Mich., with AC Spark Plug Div. as bookkeeper.

DAISLEY, ROBERT H., with Eaton Mfg. Co. since 1922, vice - pres. and dir. of mfg. since 1947. Born in Brooklyn, N. Y. April 3, 1897. N. Y. Public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

DANIELS, HENRY B., with Lincoln - Mercury Division of Ford Motor Co., as asst. gen. sales mgr. — Lincoln since Sept., 1953. Born in Dorset, Vermont, on Apr. 7, 1910. Entered automobile business in June, 1933, as a retail car salesman in Detroit.

DARLING, A. C., with Borg - Warner Service Parts Co., Sub. Borg-Warner Corp., since 1929, as pres. and gen. mgr. since 1943. Born June 9, 1896, in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

DAVIS, CHARLES S., with Borg-Warner Corp. as chmn. of bd. 1950. Born Terre Haute, Ind., 1877. Harvard Univ., A.B. degree Phi Kappa Psi fraternity. Entered automobile business in 1908 at Muncie, Ind., with Glascock Bros. Mfg. Co.

DAVIS, J. E., with Burroughs Manufacturing Div. as sales manager since 1952. Born Youngstown, O., Sept., 1907. Entered automobile business in 1929 with Berger Manufacturing Co. as district and branch manager.

AUTOMOTIVE NEWS FAMILY ALBUM

DELAUNEY, ALLEN M., with Pacific Finance Corp. as exec. vice-pres. and dir. since 1942. Born Baltimore May 5, 1891. Entered automobile finance business in 1924 at Baltimore with Manufacturers Finance as clerk.

DE LONG, CLYDE O., with B. F. Goodrich Company as president of Industrial Products Division since June, 1953. Miami University. Associated with B. F. Goodrich Company since 1928, starting as clerk in the industrial products sales division.

DEN UYL, SIMON D., with Bohn Aluminum & Brass Corp. as pres. since Feb. 28, 1949. Born Holland, Mich., Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co. as bookkeeper.

DERVIN, JAMES J., with Reo Motors, Inc., as vice-pres. since 1942. Born New York City Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.

DETWEILER, D. E., of United States Rubber Co., as advertising and sales promotion mgr., Fisk-Gillette Tire Div. since 1941. Born Plainfield, N. J. on July 3, 1904. N. Y. Univ. and Columbia. Entered automobile business in 1936 at New York with Tire Div., U. S. Rubber Co., as sales prom. rep.

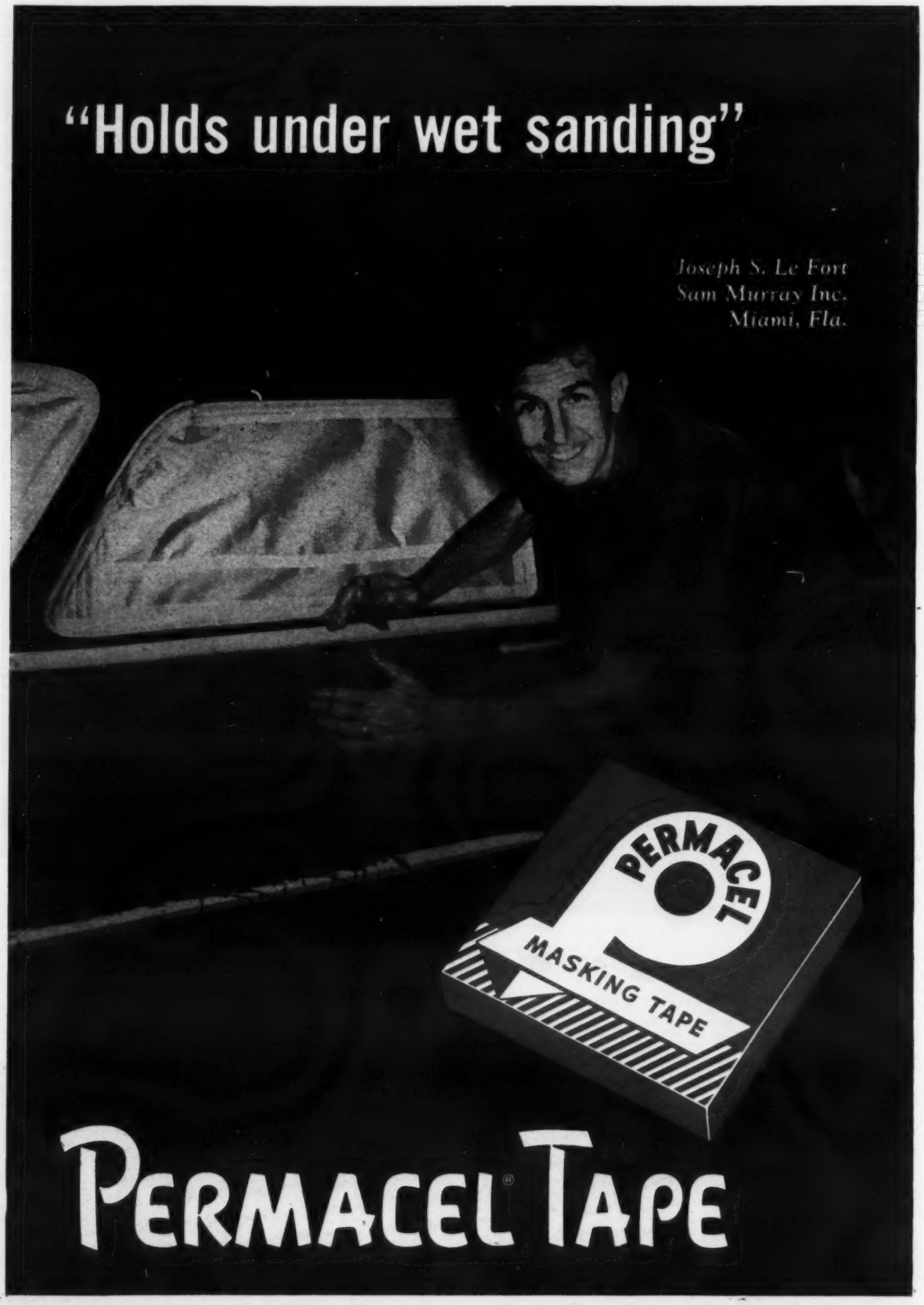
DeLIND, JOHN W., JR., with Borg-Warner Int. Corp. as pres. and gen. mgr. Born Napoleon, O., Oct. 13, 1895. Michigan State Coll. Detroit Inst. of Tech. Entered automobile business in 1914 at Chicago with Splitdorf Electric Co.

DeMOTT, R. H., with SKF Industries, Inc., as pres. since Nov. 1, 1950. Born Tenafly, N.J. Stevens Inst. of M. E. Entered automobile business May 2, 1915, at New York City with SKF Industries as sales engr.

DEREMER, FLOYD E., with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa. Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

DESMOND, LEO F., with Dodge Div., Chrysler Corp., as gen. sales mgr. since Mar. 16, 1953. Born New Brunswick, Canada, May 22, 1898. Gonzaga Univ. Entered automobile business in 1921 as retail salesman.

DeVILBISS, HOWARD P., with DeVilbiss Co. as pres. since 1944. Born Toledo, O., May 18, 1908. Univ. of Michigan. Entered automobile business in 1928 at Toledo with DeVilbiss Co. as prod. worker.



DEVOR, JENNER H., with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg Acad., Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.

DEWITT, MORTIMER C., with Champion Spark Plug Co. as vice-pres. since 1921. Born San Francisco. Entered automobile business in 1904 at San Francisco with Jeffery-DeWitt Co.

DIETZ, ARTHUR O., Pres. of C.I.T. Financial Corp. parent Co. of Universal C. I. T. Credit Corp. Joined C. I. T. in 1919. Born St. Paul, Minn. 1893. Entered automobile finance business in 1916 at New York, N. Y., with Continental Guaranty Co. as salesman.

DIGNAN, JAMES H., with Ionia Manufacturing Co., Mitchell-Bentley Corp., as gen. sales mgr. Born in Owosso, Mich., December 27, 1920. Michigan State College. Entered automobile business in 1945 at Ionia with Ionia Manufacturing Co. as salesman.

DINSMORE, Dr. RAY P., with Goodyear Tire & Rubber Co. as vice-pres. since 1943. Born Tewksbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered automobile business in 1914 at Akron with Goodyear Tire & Rubber Co. as technical staff member.

DIXON, JOHN W., with Clevite Corp. as exec. vice-pres. since 1943. Born Flushing, N. Y., July 9, 1906. Phillips Acad.; Yale Univ., Ph.-B. degree. Entered automobile business in 1943 at Cleveland with Cleveland Graphite Bronze Co. as comptroller.

DOERFNER, WILLIAM H., with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich. 1899. Central Michigan College. Entered automobile business in 1919 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.

AUTOMOTIVE NEWS FAMILY ALBUM

DOMAN, CARL T., with Ford Motor Co. as mgr. service dept., Ford Div., since 1950. Born Elbridge, N. Y., on Feb. 24, 1900. Univ. of Mich. B.S. in E.E., A.E.E. Entered automobile business in 1922 at Syracuse, N. Y. with H. H. Franklin Mfg. Co., as electrical engr.

DUKE, JOSEPH C., with Minnesota Mining & Mfg. Co. as vice-pres. and gen. mgr. Coated Abrasives and related products div., since 1948. Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B. A. degree. Started in 1921 with 3M.

DUPY, VERN A., with United Motors Service Div., GM Corp., as gen. merch. mgr. since 1945. Born Taylorville, Ill., Oct. 16, 1898. Int. Accountants Soc. Entered automobile business in 1919 at Detroit with United Motors Service as stock record clerk.

EARL, HARLEY J., with General Motors Corp. since 1927, as styling vice-pres. since 1940. Born in Los Angeles, Calif., Nov. 22, 1893. Stanford Univ., B. S. Entered automobile business in 1919 at Los Angeles with Earl Carriage Works as mgr.

ELY, NEIL D., with L. A. Young Spring & Wire Corp. as pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High School. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

DONALDSON, BEN R., director of adv. and sales promotion, Ford Motor Co., since 1945. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr.

DUNCAN, A. E., with Commercial Credit Co. as chmn. of bd. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

DYKSTRA, JOHN, vice-pres. and group executive, Ford Motor Co. Born in Netherlands April 16, 1898. Business institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.

ELDREDGE, GORDON C., with Ford Motor Co. since 1947. Now mgr. Adv. Dep't., Ford Div. Born in Adrian, Mich. Univ. of Mich., B. A. degree.

EMERICK, ROBERT W., with Pontiac as Director of Public Relations since 1953. Born February 21, 1913, at Hamilton, Ohio. Graduate Miami University. Entered automobile business with General Motors Public Relations in 1934.

DOSS, H. C. with Nash-Kelvinator Corp. as vice-pres. chge. of sales Nash Motors Div. since 1944. Duke Univ., Academic Law, A.T.O. frat. Entered automobile business in 1916 at Oklahoma City with Ford Co.

DOUGLAS, EARL M., with Studebaker Corp., Pacific Div. as gen. mgr. since 1947. Born Kokomo, Ind., July 13, 1900. Entered automobile business in 1919 at Kokomo, Ind., with Haynes as inspector.

DOWNEY, TIMOTHY "TOM" C., works mgr. for Oldsmobile Div. since 1946. Joined General Motors with Hyatt Roller Bearing Co. in 1916. Born at Dollar Bay, Mich., Sept. 21, 1892.

DOYLE, J. C., with Ford Motor Company as sales and advertising manager since June, 1952. Entered automobile business at Kansas City, Mo. with Ford Motor Company, district sales office, as office boy.

DOYLE, JAMES S., with Johns-Manville Corp. since 1928, as mgr. of automotive sales since 1948. Born Chicago, Ill. Dartmouth and Columbia Univ.

DRYSDALE, GEORGE W., with Automotive Body Div., Chrysler Corp., as gen. prod. mgr. since Dec., 1953. Born Saginaw, Mich., June 21, 1894. With Briggs Mfg. Co. from 1927 through 1953. Entered automobile business in 1916 with Stewart Body Co. at Flint, Mich., in prod. dept.

DUFFY, IRVING A., vice-pres. Ford Motor Co., and general manager, Tractor and Implement division. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served with Ordnance Dept. during World War II. Joined Ford Feb., 1949.

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The year 1954 is our Golden Jubilee year...reflecting a half-century of engineering *know-how* and *can-do* in the manufacture of highest quality products at lowest possible cost.

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A HALF-CENTURY of ENGINEERING KNOW-HOW and CAN-DO

AUTOMOTIVE NEWS FAMILY ALBUM

ERICKSEN, WILLIAM N., with Helms Industrial Development Co. as sales mgr. since 1946. Born Grand Rapids, Mich., June 9, 1919. Entered automobile business in 1945 at Grand Rapids with Helms Industrial Development Co. as salesman.

EVANS, EDWARD S., JR., with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 1906. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres.

FALVEY, JAMES P., with Electric Auto-Lite as vice-pres. since 1943, director since 1953. Born in Detroit in 1904. University of Detroit, LL.B. degree. Entered automobile business in 1934 at La Crosse, Wis., with Moto Meter Co. as patent atty.

FAY, BYRON A., with Electric Auto-Lite Co. as vice-pres. since 1939 and vice-chmn. of the board since 1951. Born Columbus, O., Nov. 24, 1882. Ohio State Univ. Entered automobile business in 1904 at Columbus with Columbus Buggy Co. as plant engr.

FENNER, JAMES B., with Electric Auto-Lite Co. and subsidiaries since 1927. Vice-pres. and comptroller 1951. Born New Jersey, Jan. 2, 1897, grad. Pace & Pace Inst. Entered automobile business 1927 with Prest-O-Lite Battery Co., Indianapolis.

ERICKSON, E. A., with Lincoln-Mercury Div. of Ford Motor Co., as parts and accessories mgr. since May 13, 1947. Born in Staples, Minn., Aug. 4, 1901. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.

EVANS, RONALD K., General Motors Corp. Exec. Vice-Pres. since 1950 and Dir. since 1946. Born in Big Rapids, Mich., Aug. 17, 1889. Michigan State College. Entered automobile business in 1920 at Anderson, Ind., with Remy Electric Co.

FARR, WARREN H., pres. and gen. mgr. Ainsworth Mfg. Corp. Born Flint, Mich., June 25, 1889. Entered automotive industry in 1903 with Buick.

FENNELL, ROBERT, with Rootes Motors, Inc., as pres. since Jan., 1948. Born near Ottawa, Ont., Can., March 12, 1891. Univ. of Toronto, Osgoode Hall, Queen's Counsel. Entered automobile business in 1948 as pres. of Rootes Motors, Inc. and Rootes Motors (Canada) Limited.

FERGUSON, MALCOLM P., with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Machine Co. as service engr.

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"Ethyl" antiknock compound helps millions of gasoline engines do more work, and do it more economically

The power that America gets from its millions of gasoline engines is more important than ever. It is estimated that today 70% of passenger-car mileage is essential. 75% of the nation's freight is moved by truck. Buses carry more than 20,000,000 passengers daily. And, of course, it is gasoline that keeps our air transport flying and most of our military equipment rolling.

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New York 17, N. Y.

FERRY, HUGH J., with Packard Motor Car Co., board chmn. since May, 1952. Born in Grand Rapids, Mich., Dec. 14, 1884. Detroit Tech. Inst. Entered automobile business in 1910 in Detroit with Packard Motor Car Co. as cost acct.

FIELDS, M. EARL, with Cadillac Motor Car Div. as merchandising mgr. since 1952. Born in Missouri, 1916. U. of M., A. B.-B. S. degree. Entered automobile business in 1942 at Detroit with Cadillac in industrial relations.

FINLAY, ROBERT M., with Automotive News as managing editor since 1944. Born Detroit, 1913. Wayne Univ. Entered automobile business in 1943 at Automotive News as associate editor.

FIRESTONE, HARVEY S., JR., with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1898. Princeton Univ. B. A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

FIRESTONE, RAYMOND C., with The Firestone Tire & Rubber Company as Executive Vice-President since January, 1954. Born in Akron, Ohio, September 6, 1908. Graduated Princeton Univ., A.B. degree. Entered rubber business at Los Angeles, California, with The Firestone Tire & Rubber Company.

FIRESTONE, ROGER S., with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A. B. degree.

FISH, WILLIS E., with Chevrolet Motor Div., GM Corp., for 21 years, as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

AUTOMOTIVE NEWS FAMILY ALBUM

FLECK, A. H., with Studebaker Corp. Export Div. as gen. sales mgr. since 1940. Born in Huntington, Ind., July 19, 1900. High School. Entered automobile business in 1921 at South Bend, Ind., with Studebaker as mechanic.

FOX, ALEX P., with Lincoln Engrg. Co. as pres. since 1941. Born St. Louis, Mo., March 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

FRANCOIS, EDGAR H., sales manager in charge of replacement products, AC Spark Plug Division of General Motors since January 1954. Born in Detroit, Michigan, May 25, 1905. He joined AC as a territory salesman in 1934.

FREED, CHARLES C., pres. National Automobile Dealers Association, pres. of Freed Motor Company. Born Salt Lake City, Utah, April 7, 1903. University of Colorado. Entered automobile business in 1926 as owner of Freed Motor Company.

FRIES, VOLLMER W., with White Motor Co. as vice-pres. in charge prod. since 1943. Born Pleasant Valley, N. Y., July 17, 1902. Rensselaer Poly. Inst., E.E. degree. Entered automobile business in 1924 at Cleveland with White Motor Co. as tech. apprentice.

FLEMING, A. M., with Chrysler Div., Chrysler Corp., since 1948 as vice-pres. in charge of mfg., also pres. Pekin Wood Products Co., of West Helena, Ark. Born Milton, Ont., June 10, 1895. Entered automobile business in 1920 at Detroit. Joined Chrysler in 1924.

FRALICK, LeROY J., with Midland Steel Products Company as vice-president and director of sales since 1948. Born Cleveland, Ohio, April 4, 1894. Entered automobile business in 1912 at Cleveland with Hydraulic Pressed Steel Company.

FREDERICK, D. S., with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in charge of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill., Miami Univ., Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

FRENCH, CHARLES J., with Chevrolet Motor Div. since Jan., 1950, as nat. pub. relations dir. Born New Castle, Pa., Jan. 4, 1896. High School. Entered automobile business in 1936 at Detroit with Chevrolet Motor Div. on special assignments.

FRUEHAUF, HARRY R., with Fruehauf Trailer Co. as vice-pres. since 1928. Born and educated in Michigan. Entered trailer business with present company in 1914.

FLEMING, NEIL A., with Ditzler Color Div., Pittsburgh Plate Glass Co. as sales mgr., distr. sales div., since 1920. Born in Winslow, Ariz., Dec. 1, 1891. Entered automobile business in 1909 at Flint, Mich., with Buick as mach. parts inspector.

FLOOD, THOMAS W., with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

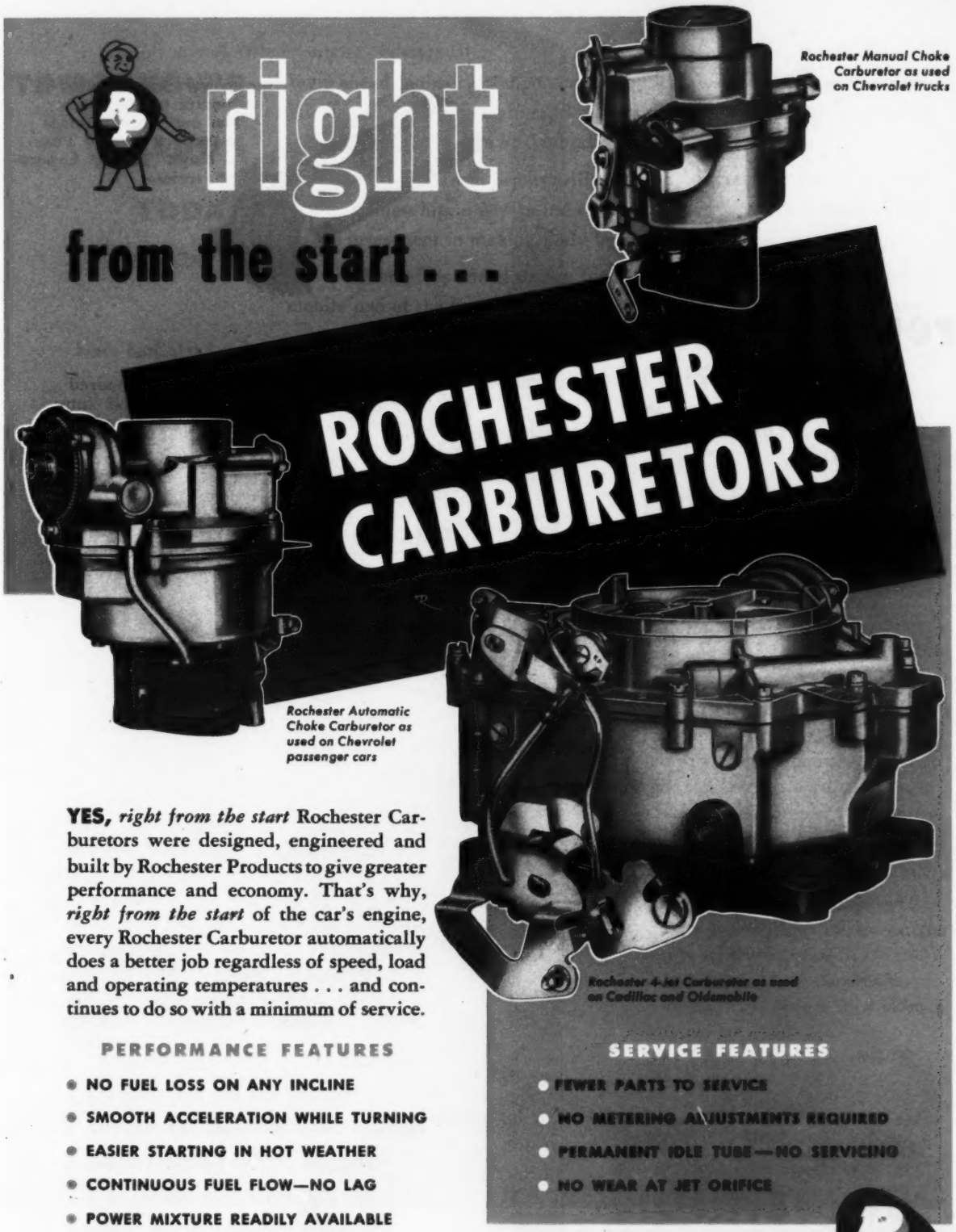
FORD, BENSON, with Lincoln - Mercury Div., Ford Motor Co., as vice-pres. of Ford Motor Co. and dir. of Lincoln - Mercury Div. since Jan. 30, 1948. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1940 with Ford Eng. Lab., Dearborn, as student.

FORD, HENRY, II, with Ford Motor Co. as pres. since Sept. 21, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940, at Dearborn, Mich., with Ford Motor Co.

FORD, RUSSELL G., with Chevrolet Div. of General Motors Corp., mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

FORD, WILLIAM C., vice-president of Ford Motor Company and general manager, special product division 1953 and dir. since June 4, 1948. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1941 at Dearborn, Mich., with Ford Motor Co., in chemical laboratory.

FOULKROD, HARRY E., with Packard Motor Car Company as Eastern sales manager since January, 1954. Born Williamsport, Pennsylvania, November 15, 1903. Penn. State, Columbia Univ., Johns - Hopkins, A. B. degree. Entered automobile business in 1929.



AUTOMOTIVE NEWS FAMILY ALBUM

FRUEHAUF, ROY, with Fruehauf Trailer Co. as pres. since 1949. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

FUSON, SAMUEL D., with Kudner Agency, Inc., as vice-pres. since 1945. Born in Seymour, Mo. Drury College. Entered automobile business in 1930 at New York with Erwin, Wasey & Co. as dir. of pub. relations.

GAMBLE, DAVID E., with Borg-Warner Corp. as chairman of the bd., Borg & Beck Div. Born Moline, Ill., 1887. High school. Entered automobile business in 1908 with Midland Motor Co. as asst. supt. and chief engr.

GASKIN, DENIS C., with Studebaker Corp. of Canada Ltd. as pres. since Jan. 5, 1953. Born Montreal, Que., Feb. 5, 1898. High school. Entered automobile business in 1920 at Montreal with Ledoux-Jennings Ltd. (Reo), as clerk.

GAUNITZ, WILLIAM F., with Associates Investment Co. as pres. since March 10, 1949. Born in Lansing, Ia., on Dec. 4, 1904. Univ. of Iowa, B.S. in Commerce. Entered automobile business in 1935 at South Bend, Ind., with Associates Investment Co.

FRYER, ROY A., with White Motor Co. as Sales Promotion mgr. since 1949. Born Toronto, Can., 1903. Entered automobile business with present company in 1943 as assistant to dir. of adv.

GALL, CLARENCE R., with Hudson Motors of Canada, Ltd., Tilbury, as vice-pres. Born in Toronto. Toronto Coll. Entered automobile business in 1928 at Calgary, Alta., Canada, with Hudson Motor Car Co., Detroit, as regional mgr.

GARRETT, PAUL, with GM Corp. as vice-pres. since 1940, dir. pub. rel. since 1931. Born in Lincoln, Kan., 1891. Graduate of Whitman College; Columbia Univ., A.M. Phi Beta Kappa, Phi Delta Theta. Entered automobile business in 1931 with GM as dir. pub. rel.

GAUGHEN, FRANK X., with Capper Publications, Inc., as western mgr. since 1922. Born Pittsburgh, March 4, 1891. Entered automobile business in 1919 at Toledo with Willys Corp. - Electric Auto-Lite, Div. as adv. mgr.

GEORGI, CARL, JR., with D. P. Brother & Co., Inc., as vice-pres. and dir. media since 1934. Born Detroit. Univ. Detroit. Entered automobile business in 1923 at Detroit with Chrysler Corp. in adv. dept.

GERARD, JACK H., with Automotive News as special circulation representative since 1925. Born Cleveland, O., 1887. Entered automobile business in 1902 at Cleveland, O., with Ralph & Ray Owens, Oldsmobile, as parts stockroom and grease boy.

GETLER, CHARLES, with Houdaille-Hershey Corporation since its founding, as pres. since 1937, as chmn. of brd. and pres. since Mar. 31, 1940. Born in Buffalo, N. Y., July 5, 1882. Entered automobile business in 1914 at Cleveland, O., with Perfection Spring Co., as cost supervisor.

GEYER, BERTRAM B., with Geyer Adv., Inc., as pres. and chmn. of brd. since 1912. Born Dayton, O., March 16, 1891. Steel H. S.

GILBERT, CARLTON H., with United States Rubber Co. as assistant director of advertising since 1951. Born in Fremont, O. Dartmouth College. Entered automobile business in 1934 at Sales Promotion Dept. Footwear & Gen. Prod. Div. with U. S. Rubber Co.

GILBERT, HENRY H., with Ford Motor Co.'s Engineering Staff as chief testing laboratory engineer. Born in Bridgeport, Ind., Feb. 12, 1891. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1915 at Detroit with Cadillac Motor Car Co. as experimental engr.

GILMARTIN, JOHN R., with Hyatt Bearings Div., GM Corp., as gen. sales mgr. since 1952. Born Toledo, O., 1906. Univ. of Mich., B. S. degree. Entered automobile business in 1929 at Detroit with Hyatt Bearings Div. as engr.

GIRARD, STEVE, vice-pres. of Kaiser Motors Corp. and Willys Motors Inc. Joined Kaiser-Frazer 1946, vice-pres. and gen. mgr. of aircraft div. 1952-53. Born in Hoquiam, Wash., Sept. 18, 1913. Attended the Univ. of Wash.

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When the functional parts of any vehicle need replacement, they *should* be better than the original parts. Remember, they're not being put into a new vehicle, but in one whose requirements have been changed by months and miles of driving.

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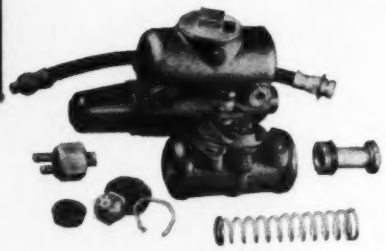
Precision engineered brake parts and complete cylinder assemblies; Brake Fluids for regular and heavy duty service.



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Straight or curved and Redi-Curv. Made to withstand the severe demands of increased engine temperatures and flexible motor mountings.

Thermoid Fan Belts

Neoprene covered . . . 20 sizes cover 90% of the market, providing fast turnover and high profit . . . with low inventory.

AUTOMOTIVE NEWS FAMILY ALBUM

GOAD, LOUIS C., with GM Corp. since 1923, as executive vice-pres. since 1951 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B.S., in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco - Remy Co. as engr.

GRACE, EDWARD R., vice-pres., Grant Adv., Inc. In advertising agency business since 1921. Born Detroit, 1892. Studied Detroit Institute of Technology. Entered automobile business in 1908 with Grabowsky Truck.

GRANT, RICHARD H., JR., with The Reynolds & Reynolds Co. as pres. since 1940. Born Dayton, O., Jan. 18, 1913. Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

GRANT, WILL C., with Grant Adv., Inc. as pres. Born Dallas, Tex., Aug. 9, 1906. Southern Methodist and Texas University.

GREBE, HENRY C., with Ford Motor Company, Engineering Staff, as Executive Engineer, Body Engineering Office, since 1952. Born Detroit, May 25, 1902. Entered automobile business in 1918 at Detroit as office boy in Body Engineering Department, Fisher Body Corp.

GOEHRIG, HAL, with Blackhawk Mfg. Co. as vice-pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

GRAHAM, MATHEW P. with Thompson Products, Inc. as vice-president since 1949 and general manager since 1932. Born Rockton, Illinois, 1891. Illinois University. Entered automobile business in 1922 at Detroit with Thompson Products as chief engineer.

GRANT, W. R., with Packard Motor Car Co. as financial vice-pres. and treas. since 1952. Born Trenton, N. J., June 18, 1910. Univ. of Pa., B.S. in Econ. Entered automobile business at Detroit in 1952 with Packard.

GRAVES, WILLIAM H., with Packard Motor Car Company, vice-pres. of engrg. since 1950. Born in Leslie, Mich., April 30, 1898. Univ. of Mich., 1919, B.S. degree. Entered automobile business in 1919 at Detroit with Packard as research chemist.

GREEN, WILSON O., with United States Rubber Co. as general sales manager, tire division, since 1951. Born in Baltimore, Md., on Aug. 22, 1911. Univ. of N. Caro., Baltimore Coll. of Com. Entered automobile business Aug. 7, 1935, at Charlotte, N. C. with U. S. Rubber Co. as asst. to dist. mgr.

GOLDMAN, MARTIN E., with Aitkin - Kynett Co. as partner since 1930. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U. S. L. Battery Distributor as salesman.

GOLDSTEIN, JAKE, with Automotive News as Midwest advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.

GOODMAN, JAMES E., with Fisher Body Div., GM Corp., as gen. mgr. since May 1, 1952. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

GORDON, JOHN F., with General Motors as vice-pres. and dir. and group executive in chge. of body and assembly plants since January, 1951. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M. S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

GORDON, MAYNARD M. (Mac), with Automotive News as associate editor since 1948. (Now in military service). Born in Detroit, Sept. 5, 1927. Wayne Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

GOSSETT, WILLIAM T., Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 9, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B Coe Col. LL.D.

GOULD, HERBERT M., with Motors Holding Div. of General Motors Corp. as general mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee. Joined GMAC in 1926.

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Years ahead in their artful contours, their wide-sweeping panoramic windshields and graceful long lines, Bodies by Fisher bring thrilling new beauty to the Famous Five cars by General Motors.

And beneath this fresh beauty will be found, a new precision of structure and craftsmanship, a new tidiness of fit, which represents a multimillion-dollar investment in making Body by Fisher better than ever.

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BODY *by* FISHER

BODY by FISHER

on GM cars only: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

AUTOMOTIVE NEWS FAMILY ALBUM

GREENLEE, JAMES T., with Imperial Brass Mfg. Co. as vice-pres. and director in charge of Industrial Sales Division. Born in Chicago Dec. 7, 1892. Northwestern U. Entered automobile business 1910 at Chicago with Imperial Brass Mfg. Co.

GRIFFIN, HAROLD F., with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1898. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

GROVE, HOWARD P., vice-pres. Willys Motors Inc., joined Willys-Overland Motors, Inc. as vice-pres. in 1950. Born in Lester, La., on July 2, 1895. Entered automobile business in 1918.

GUSTINE, A. NEIL, King-Seeley Corp., pres. since 1947. Born in Keeler, Mich., Feb. 12, 1900. Univ. of Michigan, B.S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

HAKES, LIONEL B., with Pierce Governor Co., Inc., as vice-pres. in charge of sales. Born Iowa. Univ. of Iowa, Univ. of Chicago.

GRESHAM, NOAH O., with White Motor Co. as sales mgr. Wholesale Div. since 1949. Born in Herrin, Ill. Attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

GRIFFIN, ROBERT E., executive asst. to Oldsmobile's general mgr. With General Motors continuously since 1916. Born at Gaines, Mich., June 12, 1896.

GUNDAKER, GUY JR., with the B. F. Goodrich Co. as field sales mgr. since 1944. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1924 at Philadelphia with the B. F. Goodrich Co. in Philadelphia sales dept.

HADLEY, C. A. J., with Hudson as sales mgr. since 1949. Born Indianapolis, Ind., Apr. 13, 1899. Graduated Indiana Univ. 1922. Entered automobile business in 1923 as Chevrolet dealer, Jasonville, Ind. Joined Hudson 1935.

HALL, SIDNEY S., with Libbey-Owens-Ford Glass Co. as Detroit automotive sales mgr. since 1945. Born Dayton, O., Nov. 15, 1902. Univ. of Pa., B.S. of Econ. Entered automobile business with Libbey-Owens-Ford at Toledo in 1927 as sales rep.

HALL, T. FAXON, with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

HALLER, FRED L., Past pres. National Automobile Dealers Assn. Born in Washington, D.C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

HALLETT, JOHN L., with Kaiser Motors Corp. as exec. vice-pres. since 1949. Vice-Pres. of Willys Motors, Inc. Born in Seattle, Wash., Dec. 5, 1903. Univ. of Washington, B.S.M.S. Entered automobile business in 1946 in Long Beach, Cal. with Kaiser-Frazer as plant mgr.

HAMILTON, GUY JR., with Ford Div., Ford Motor Co., as asst. gen. sales mgr.—planning and analysis, since 1953. Born Whitewright, Tex. Rice Institute, Univ. of Houston. Entered automobile business in 1948 at Dearborn, Mich., with Ford Motor Co. as member of the organization department.

HAMLIN, J. R., general manager Aro Top Sales Co. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell-McKone Co., as salesman.

HAMMOND, FREDERICK M., with Gemmer Manufacturing Company as President. Born in Pontiac, Michigan, September 23, 1911. Princeton, B.S., M.E. degree. Entered automobile business in 1933 at Detroit with Gemmer Manufacturing Co.

HANCOCK, ROBERT W., with Hancock Mfg. Co. as pres. and gen. mgr. since 1948. Born in Chicago, Jan. 1 1905. Mass. Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.

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The eye-appeal of Gerity radiator grills, ornaments, hardware and other decorative trim is adding extra buy-appeal to many of the most popular cars on the road today.

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GERITY-MICHIGAN CORPORATION

Adrian, Michigan

AUTOMOTIVE NEWS FAMILY ALBUM

HANCOCK, WILLIAM G., with McCord Corp. as pres. since June, 1948. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

HARVEY, HARRY A., with Auto-Lite Battery Corp. as vice-pres. since 1938. Born Bradford, Pa., Nov. 4, 1888. Univ. of Michigan, B.S. in M.E. degree. Entered automobile business in 1912 at Niagara Falls with predecessor of present company as asst. to starter engr.

HASSEL, CARL E., with Ross Roy, Inc., as dir. of media since 1939. Born Menominee, Mich. July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research assistant.

HATCH, CLARENCE, JR., with D. P. Brother & Co., Inc., since 1935, as exec. vice-pres. since 1948. Born in Savannah, Ga. Univ. of Mich., A.B. Entered automobile business in 1922 in Detroit with Chrysler Corp.

HAWLEY, FRANK M., with Morse Chain Co. as pres. and gen. mgr. since 1946. Born Sullivan, O., May 27, 1888. Ohio Wesleyan U., Case Sch. Applied Science, in Cleveland. Entered automobile business in 1911 in Elyria, O., with Garford Co. as draftsman.

HARDER, DEL S., with Ford Motor Co. as vice-pres. mfg. since 1946. Born in Delhi, N. Y., March 19, 1892. Mechanical Engrg. Correspondence School. Entered automobile business in 1912 at New York with Yellow Cab Co.

HASEMEYER, HAROLD E., with The Electric Auto-Lite Co. as exec. vice-pres. since 1951 and member of the board of directors since 1952. Born Toledo, 1897. Entered automobile business with Auto-Lite in 1915.

HASSELMAN, FRANK J., with St. Paul Div. Gar Wood Ind., Inc. as div. mgr. since May 1949. Born St. Paul, Minn., May 23, 1915. Univ. of Minn. Extension. Entered automobile business in 1934 in St. Paul with St. Paul Hydraulic Hoist Co. as stock handler.

HAWKES, HOWARD N., with U. S. Rubber Co. as vice-pres. and gen. mgr. tire div. since 1951. Born in Brooklyn, N. Y., June 17, 1894. Pratt Inst. Entered automobile business in 1912 at New York with U. S. Rubber Co. as tire adjuster.

HEIL, JOSEPH F., with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co.

HARDING, ALBERT B., with Lempco Prod., Inc. as vice-pres., sales since 1949; with Lempco Automotive, Inc. as pres. since July, 1953. Born 1921. Lehigh Univ., B. S. E. degree. Entered automobile business in 1946 at Bedford, O., with Lempco Prod., Inc. as sales manager.

HARDING, SAM V., with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

HARRIG, ERNEST L., with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal, Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

HARRINGTON, F. THEODORE, with Vickers, Inc., as vice-pres., sales since 1939. Born in Cleveland O., 1903. Univ. of Akron, M.E. Entered automobile business in 1932 at Detroit with Vickers, Inc., as sales engineer.

HARRINGTON, RALPH H., adv. mgr. General Tire & Rubber Co., all products, all divisions, since 1936.

HARROW, T. T., with White Motor Co. as dir. of Export since 1949. Born 1889. Entered automobile business in 1926 as salesman.

HARTIGAN, JOSEPH J., with Campbell-Ewald Co. since 1925. Senior vice-pres. and dir. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co.

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Now that the military models developed jointly with Army Ordnance are available for civilian uses, you can get Continental power for commercial applications at just about every power level from a lawnmower up to a tank. These air-cooled military series, from 375 to more than 1,000 horsepower, have been thoroughly proven under combat conditions. Their performance has been such as to forecast their adoption for many civilian jobs, especially those requiring high power-to-weight ratio, ease of maintenance, and stamina for sustained peak loads. If your needs fall between 2 and 1,040 horsepower, you'll fill them *best* with the Continental Red Seal engineered and built to your job.

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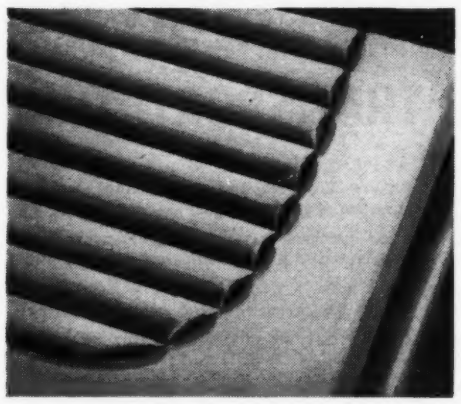

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AUTOMOTIVE NEWS FAMILY ALBUM

HENDERSON, ELDON H., with Yale Rubber Mfg. Co. as pres. Entered automobile business in 1927 with Continental Rubber Works as sales engineer. Left in 1945 to found Yale Rubber Mfg. Co.

HENRY, T. J. (Jack), with Lincoln-Mercury Division of Ford Motor Company as advertising manager since July 1, 1953. Born in Seaforth, Ontario, Canada, May 22, 1911. Entered automobile business in 1935 with N. W. Ayer & Son, handling advertising and sales promotion for Ford Motor Co., of Canada.

HERPOLSHEIMER, PAUL, JR., with DeSoto Div., Chrysler Corp., as western sales mgr. since Jan., 1953. Born Sept. 26, 1904, in Seward, Neb. Univ. of Neb. Entered automobile business in 1926 at Seward, Neb., as retail salesman.

HERRINGTON, ARTHUR W., with Marmon Herrington Co., Inc. as chmn. of bd. since 1941. Born Coddankam Suffolk, Eng., March 30, 1891. Stevens Tech., M. E. degree Rose Poly. D. E. Entered automobile business in 1912 at Milwaukee with Harley Davidson Motorcycle Co. as engr.

HICKS, GLENN H., with Acme Quality Paints, Inc., technical dir. since 1940. Factory Manager since 1953. Born Garnett, Kan., May 5, 1903. Univ. of Kan., A. B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co., as chemist.

HENDERSON, WILLIAM F. B., with Ryerson & Haynes, Inc. as President and General Manager since September, 1953. Entered automobile business with Maxwell Motors.

HERMAN, FRANK P., with Purolator Products Co. as vice-pres. and consultant. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.

HERRESHOFF, A. GRISWOLD, with Engineering Div. of Chrysler Corp. since 1927; exec. engr. Development Design, since 1952. Born Bristol, R. I., April 16, 1889. M. I. T. Entered automobile business in 1914 at New York with Mack Truck as engr.

HESS, DONALD P., with American Bosch Corp. as pres. since 1938. Born Cleveland, O., Apr. 25, 1894. Entered automobile business at close of World War I with Timken Roller Bearing Co.

HILL, EDWARD B., with Gar Wood Industries, Inc., as vice-pres. and gen. sales mgr. since 1949. Born St. Paul, Minn., April 19, 1905. Entered automobile business in 1926 with Wood Hydraulic Hoist & Body Co.

HILL, HAROLD H., with Ditzler Color Div. as divisional dir. since 1952. Born Blissfield, Mich., May, 1910. Entered automobile business in 1935 at Detroit with Ditzler in traffic dept.

HITER, FRANK A., senior vice-pres. and director of Stewart-Warner Corp. Born Owensboro, Ky., 1892. Entered automobile business in 1914 at Louisville, Ky., with American Automobile Co. as distributor.

HOBAN, JOSEPH A., With B. F. Goodrich Co. as vice-president replacement sales, tire and equipment division since 1953. Born Cincinnati, May 10, 1897. Univ. of Cincinnati; LL.B. Entered automobile business in 1919 in Akron with B. F. Goodrich Co. as salesman.

HOFFMAN, PAUL G., chairman of the board, Studebaker Corp. Born Chicago, Apr. 26, 1891. Univ. of Chicago. Entered automobile business in 1910 at Chicago with Halladay Motor Co. as porter.

HOGBEN, WILLIAM H., executive manager automotive accounts Ditzler division. Born Lyminge, Eng., 1889. Abbotsford Coll. of Eng. Entered automobile business in 1922 with Pittsburgh Plate Glass Co. as salesman.

HOLADAY, ORVILLE C., with Ramsey Corp., St. Louis, Mo., as vice-pres. service division mgr. Born Xenia, Ill., 1895. Entered automobile business in 1917 in Alma, Mich., with Republic Motor Truck Co. as accountant.

HOLDEN, PARKER with Holden, Clifford, Flint, Inc., as pres. since 1926. Born Detroit, Mich., Feb. 1897. Trinity Coll. A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

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With these three N-A-X ALLOY STEELS, we offer time proven products to economically serve you.

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N-A-X Alloy Division — Ecorse, Detroit 29, Mich.

NATIONAL STEEL CORPORATION

AUTOMOTIVE NEWS FAMILY ALBUM

HOLDSWORTH, HARRY W., with New Departure Div., General Motors Corp., as adv. mgr. since 1953. Born East Lansing, Mich., 1893. Mich. State Coll. Entered automobile business in 1920 at Bristol, Conn., with New Departure Div.

HOPE, IVOR H., with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B. A., M. A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

HOPKINS, PHILIP B., with Chrysler Corp. as gen. service mgr. of central service div. since 1951. Born Middlefield, O., Mar. 18, 1901. Entered automobile business at Cleveland with F. B. Stearns Co. following World War I.

HUDSON, R. G., with Studebaker Corp. as sales promotion mgr. of truck div. since 1936. Born in Schoolcraft, Mich., Aug. 14, 1897. Kalamazoo Coll., B.A. Entered automobile business in 1920 with Reo Motor Co. purchasing dept.

HUGHSON, WILLIAM L., with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1868. Business college. Entered automobile business in 1903 at San Francisco.

HOLLEY, EARL, with Holley Carburetor Co. as vice-chmn. of the board since Jan., 1953. Born Port Jervis, N. Y. Bradford, Pa., High Sch. Entered automobile business in 1901 in Bradford, Pa., with Holley Motor Co.

HOPKINS, BEN F. Honorary chmn. of the board, Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) 1952. Born Cleveland, O., June 13, 1876. Central H. S., Western Reserve Acad., Adelbert Coll. of Western Reserve Univ. Entered automobile business in 1919 at Cleveland with Cleveland Graphite Bronze Co. (founded company) as pres.

HORNER, STANLEY H., past pres. National Automobile Dealers Assn. Buick dealer since 1917, dir. American Automobile Assn. Dir. Automobile Old Timers. Entered automobile business in 1904 at Washington, D. C.

HUFSTADER, WILLIAM F., vice-pres. of General Motors Corp. in charge of distribution since Nov. 1, 1948. Born Jersey City, N.J., June 25, 1895. Denison Univ. Entered automobile business in 1915 at Buffalo with Pierce-Arrow Motor Car Co. as student engineer.

HUMPHREYS, HARRY E., JR., with U. S. Rubber Co. as pres. since 1949 and chmn. since 1951. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered automobile business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director.

HOLLEY, GEORGE M., with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y. Apr. 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa. with Holley Brothers Co.

HOLLEY, GEORGE M., JR., with Holley Carburetor Co. as pres. since 1953. Cornell Univ., B. of Arts. Entered automobile business in 1938 at Detroit with Holley Carburetor.

HOLLEY, JOHN C., with Holley Carburetor Co. as vice-pres. in charge of sales since 1946. Cornell Univ. Entered automobile business in 1940 at Detroit with Holley Carburetor in Engin. Dept.

HOLLINGSHEAD, RICHARD M., with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

HOLMES, FOSTER, with Lincoln Engineering Co. as first vice-pres. and treas. since 1937. Born Minneapolis, Minn., June 25, 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B. S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

HOOPER, GEORGE P., with Hancock Mfg. Co. as vice-pres. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

HOOVER, ERIC R., with Oldberg Mfg. Co. as pres. since 1940. Born Hamilton, Ontario, Canada, Feb. 28, 1893. Business college. Entered automobile business in 1915 at Lansing, Mich., with Olds Motor Works as stenographer.

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Central Research Division Cleveland, Ohio	New Product Development
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Eaton Automotive Products, Ltd. London, Ontario, Canada	Fastening Devices Heater-Defroster Units Screw Machine Products Spring Washers Tappets
Foundry Division Vassar, Michigan	Permanent-Mold Gray Iron Castings
Heater Division Cleveland, Ohio	Heater-Defroster Units Electro-Magnetic Clutches for Air-Conditioning Systems
Marion Forge Division Marion, Ohio	Automotive Forgings and Parts
Pump Division Marshall, Michigan	Hydraulic Rotor Pumps
Reliance Division Massillon, Ohio	Cold-Drawn Steel Wire Fastening Devices Hose Clamps Snap Rings Spring Lock Washers
Saginaw Division Saginaw, Michigan	Hydraulic Valve Lifters Precision Ground Parts Tappets Valve Seat Inserts
Spring Division Detroit, Michigan	Leaf and Coil Chassis Springs Mechanical Coil Springs and Wire Forms
Spring Perch Company Lackawanna, New York	Leaf Chassis Springs
Stamping Division Cleveland, Ohio	Chrome Plated Stampings Tank Filler Caps and Necks Radiator Caps
Valve Division Battle Creek, Michigan	Sodium-Cooled, Poppet, and Free Valves Jet Engine Parts Precision Ground Parts

AUTOMOTIVE NEWS FAMILY ALBUM

HUNGATE, VIVIAN BERYL, with Associates Investment Co. as vice-pres. since 1945. Born in Clermont, Ind., Apr. 30, 1898. Fountain High. Entered automobile business in 1925 at Indianapolis with Chevrolet Motor Co. as district rep.

HUNTRESS, JACK B., with Nash Motors, Div. of Nash - Kelvinator Corp., as advertising mgr. since 1946. Born LaPorte, Ind., Aug. 4, 1910. Dartmouth Coll., A.B. degree. Entered automobile business in 1946 at Detroit with Nash Motors as asst. sales promotion mgr.

HUSTED, ELBERT E., with Titeflex, Inc., as pres. since 1942. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J., with Titeflex, Inc., as salesman.

HUTCHINSON, EDWIN T. H., with Sparks-Withington Co., Automotive div., since 1921. At present Eastern div. sales mgr., Sparton Automotive, Allentown, Pa. Born Feb. 18, 1888. High school. Entered automobile business in 1911 at Bethlehem, Pa., with Bethlehem Spark Plug Co. as salesman.

HUXTABLE, RICHARD S., with Federal Fawick Corp. as pres. since 1952. Born Cleveland O., Sept. 20, 1913. Western Military Acad., Wharton Sch. of Fin., Univ. of Pa., Fenn Coll. B.S. in M.E. Entered automobile business in 1934 at Cleveland O., with GM Corp. as student apprentice.

HUNT, ROY A., with Aluminum Company of America since 1903; president 1928-1951; chairman exec. committee since 1951. Born in Nashua, N. H., Aug. 3, 1881. Yale, 1903; A. B. Univ. of Pittsburgh, Ph. D. (Hon.), 1944. Oberlin College, Ph.D. (Hon.) 1953.

HUSE, JOHN O., with Parts Div., Chrysler Corp. as vice-pres. and sales mgr. since 1948. Born Winchester, Mass., June 23, 1898. Montclair, N.J.; U.S. Naval Acad., B.S.; Columbia Univ.; M.S.; Technische Hochschule (Charlottenburg, Germany). Entered automobile business in 1947 in Detroit with Chrysler Corp. on gen. mgr.'s staff.

HUTCHINSON, B. EDWIN, with Chrysler Corp. as dir. since 1925 and chmn. fin. comm. since 1935. Born Chicago, Ill., Oct. 2, 1888. Mass. Inst. Tech. Entered automobile business in 1921 at Detroit with Maxwell Motor Corp. as vice-pres. and treas.

HUTCHINSON, RICHARD A., with Studebaker Corp. as vice-pres. since 1951. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fagan Co. as salesman. Joined Studebaker in 1923.

INGERSOLL, ROY C., with Borg-Warner Corp. as pres. since 1950. Born Sandoval, Ill. Oct. 24, 1884. Knox Coll., Phi Gamma Delta. Dir., Automotive & Aviation Parts Manufacturers, Inc.; Kelsey-Hayes Wheel Co., and Transportation Assn. of America.

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Two-section Double-Clamp Band is much easier to install securely and evenly than a one-piece clamp.

Chambers take less room for comparable capacity . . . 23% smaller diameter . . . weigh 11% less than conventional chambers.

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Sold in complete kits . . . Easily and quickly installed . . . Guarantee you *easier — quicker — safer* STOPS! See your nearest Midland Distributor now!

GO MIDLAND — ***AND STOP SAFELY!***

IRELAN, FRANK H., with Delco Prod. Div. of GM Corp. as gen. mgr. since 1940. Born near Hollansburg, O., Jan. 3, 1893. Indiana Business College. Entered automobile business in 1916 at Dayton, O. with Dayton Eng. Lab. Co. as shopman.

ISON, FRED M., with Saginaw Steering Gear Div., GM Corp., as sales and service mgr. since June 16, 1952. Born Burgin, Ky. Burgin H. S. GM Inst. Entered automobile business with Fisher Body Div. of GM Corp. in July, 1927.

IVEY, EDSON W., with Chevrolet Motor Div. as adm. asst. to gen. mgr. since 1946. Born Campbellford, Ontario, Can., 1893. Entered automobile business in 1909 at Flint, Mich., with Buick Motor Div. as clerk.

JACKSON, LEE R., with Firestone Tire & Rubber Co. as pres. since Jan. 1948. Born Akron, Apr. 28, 1891. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

JACOBSON, CHARLES L., with Parts Div., Chrysler Corp. as pres. since July, 1949. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

JAHANT, CHARLES J., with General Tire & Rubber Co. as vice-pres. since 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

JAMES, WILLIAM S., with Fram Corp. as vice-pres. in charge engrg. and research since 1948. Born Asbury Park, N. J., 1892. George Washington Univ., B. S. in mech. eng. Entered automobile business in 1917 with U. S. Bureau of Standards as physicist.

AUTOMOTIVE NEWS FAMILY ALBUM

JAMIESON, JOHN C., with Pontiac Motor Div., GM as asst. gen. sales mgr. in chge. of West since 1953. Born Nov. 16, 1896, at Edenburg, N. D. Attended N. D. Agriculture coll. Entered automobile field in 1924 as retail salesman, later sales-mgr. Tucson dealership. Joined Pontiac 1935.

JOHNSON, PAUL C., with Sealed Power Corp. as pres. since April, 1952. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

JOHNSON, RUSSELL S., with Eclipse Machine Division, Bendix Aviation Corporation, as Director of Sales since 1953. Born June 20, 1907 at Durell, Pa. Entered automobile business with Eclipse Machine Co. Engineering Dept. in 1926. Manager Detroit office, Eclipse Machine Division 1931 to 1953.

JOHNSTON, GEORGE J., with Brooke, Smith, French & Dorrance, Inc., since 1934. Vice-pres. and account executive. Born Detroit, Mich. Detroit public schools. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co.

JONES, DUANE A., with United Motors Service Div., GM Corp., as adv. mgr. since 1938. Born Calumet, Mich., Dec. 30, 1902. Univ. of Mich. Entered automobile business in 1920 at Detroit with Cadillac Motor Car Co. in adv. dept.

JOHN, W. A. P., co-founder and chmn. of board of MacManus, John & Adams, Inc., Born in New Albany, Ind., Jan. 31, 1895. Univ. of Mich., A. B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept., as copywriter.

JOHNSON, RAY, P., exec. and director of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg - Warner.

JOHNSON, STEPHEN, JR., with Bendix-Westinghouse Automotive Air Brake Co. as chief engr. since 1947. Born Newport News, Va., Feb. 5, 1900. Univ. of Mich., B. S. degree. Entered automobile business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

JONES, BLYTHE R., with Ethyl Corp. Research Lab. as mgr., Passenger Car Div. of Technical Service since 1944. Born Petersburg, Ind., Feb. 6, 1903. Univ. of Ill. With Ethyl Corp. since 1932. Entered automobile business in 1926 with Studebaker Corp.

JONES, EDWIN OLNEY, with Federal-Mogul Corp. as senior vice-pres. and secy., bd. of dir., dir. of sales, Original Equip. Div. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B. S. in M. E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

JOHNS, J. MELVILLE, with Libbey-Owens Ford Glass Co., Toledo, as gen. mgr. Fiber Glass Div. since Jan. 1, 1952. Born Brooklyn, N. Y., Oct. 4, 1901. Entered automobile business in 1922 at Charleston, W. Va., with L. O. F. window glass plant.

JOHNSON, ABEN E., with Hastings Mfg. Co., Hastings, Mich., as pres. since 1939. Born Oakland, Neb., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfg. Co. as gen. mgr.

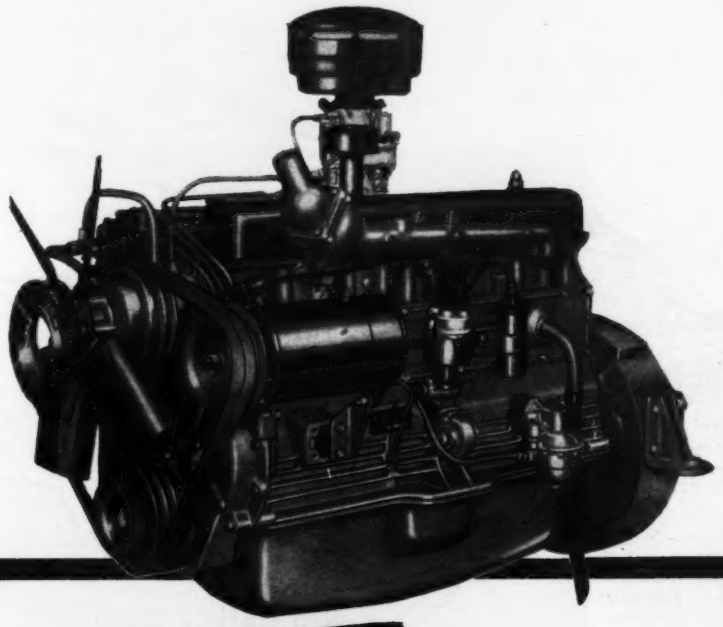
JOHNSON, CARL W., senior vice-pres., Clevite Corp. (formerly Cleveland Graphite Bronze Co.) since 1946. Born Red Wing, Minn., 1886. Business coll. Entered automobile business in 1916 at Cleveland with Cleveland Graphite Bronze Co. as mechanic.

JOHNSON, COURTNEY, general manager Studebaker Corp. commercial vehicle division since 1954. Asst. to pres. since 1947. Born in Chicago, March 6, 1891. Lawrenceville, Princeton, C. E. degree. Entered automobile business in 1915 at Flint, Mich., with Dort Motor Car Co. as pur. agent.

JOHNSON, DAVID W., with Muskegon Motor Specialties Co. as pres. since 1952. Born Algonac, Mich., Oct. 22, 1915. University of Detroit, B.M.E. degree. Entered automobile business in 1939 at Detroit with Federal Mogul Corp. as test engineer.

JOHNSON, JAMES W., with Young & Rubicam, Inc., as Detroit office mgr. since Jan. 1, 1953. Born Elcho, Wis., Oct. 1, 1907. Howe Military Acad., Kent State Univ., Columbia Univ.

JOHNSON, JOSEPH, with Snap-On Tools Corp. Snap-On Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.



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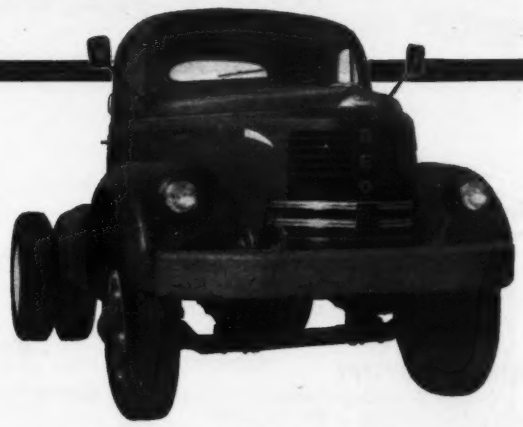

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AUTOMOTIVE NEWS FAMILY ALBUM

JONES, G. RAY, with General Motors Corp. since 1926. Joined Oldsmobile 1933. Named gen. sales mgr. for Oldsmobile July, 1949. Born in Georgetown, Tex., March 4, 1895. Univ. of Michigan.

JUDD, THOMAS G., with Bonney Forge and Tool Works as advertising and merchandising manager since 1953. Born Salt Lake City, Utah, September 11, 1915. University of Oregon, B. S. degree. Entered automobile business in 1950 at Trenton, New Jersey, with Thermoid Company as advertising manager.

KAEGI, EDWARD A., with Detroit Transmission Division of General Motors Corp. as gen. mgr. since Jan., 1953. Born New Albany, Ind., Dec. 24, 1903. Purdue Univ., B. S. degree. Entered automobile business in 1926 at Anderson, Ind. with Delco-Remy Division as student engineer.

KAISER, HENRY J., with Kaiser Motors Corp. as chmn. of bd. Also director of Willys Motors Inc. Born Sprout Brock, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run Mich., with Joseph W. Frazer as partner.

KANZLER, ERNEST C., with Universal C. I. T. Credit Corp. since 1928. As vice-chmn. of the board since Jan. 1, 1952. Born in Saginaw, Mich., May 29, 1892. Univ. of Michigan, Harvard, A.B. LL.B. degrees. Entered automobile business in 1916 at Detroit with Henry Ford & Son as prod. mgr.

JUBE, ALBERT R., with Collins and Aikman Corp., pres. since 1949. Chmn. of Bd. Aug. 28, 1953. Born New York City July 26, 1888. Amherst, B. S. Entered automobile business in 1923 at New York City with Collins & Aikman Corp. as counsel.

JUDSON, FRANK W., with Pittsburgh Plate Glass Co. as vice-pres. Born at Farmington, Minn., Oct. 3, 1879. High School. With above company since leaving high school.

KAISER, EDGAR F., President and director of Kaiser Motors Corp. and Willys Motors, Inc. in 1949. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as vice-pres. and gen. mgr.

KALB, LEWIS P., with Continental Motors Corp. since 1921. Dir. since 1939. Born Bellefontaine, O., June 24, 1888. Cornell, M. E. degree. Entered automobile business in 1911 at Elyria, O., with Garford as draftsman.

KEATING, THOS. H., with Chevrolet Div. of Gen. Motors Corp. as gen. mgr. since 1949. Born Brooklyn, N. Y., 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

KEELING, HAL R., with Keeling & Co., Inc., as pres. and treas. (also vice-pres. and dir., Hastings Mfg. Co., Hastings, Mich.; also dir., Griffin Lamp Co., Hamilton, O.) since 1937. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

KEENER, J. WARD, with The B. F. Goodrich Co. as vice-pres. since 1946. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Coll., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

KELLER, KAUFMAN T., with Chrysler Corp. as chmn. of board since Nov. 3, 1950, after serving as pres. for 15 years. Also former Dir. of U. S. Guided Missiles Program. Born Mount Joy, Pa., Nov. 27, 1885. Entered automobile business in 1906 at East Pittsburgh, Pa., with Westinghouse Machine Co. as apprentice.

KELLER, ROBERT T., with Chrysler Corp. as gen. mgr. Chrysler Corp.'s Tank Operations since 1952. Pres. of Marine and Ind. Engine Div. since 1948, and vice-pres. Chrysler Corp. since 1953. Born in Detroit, July 24, 1912. Entered automobile business in 1934 with Dodge Div., Chrysler Corp., in Detroit.

KELLER, WILLIAM A., with Lincoln - Mercury Div., Ford Motor Co., as national used car mgr. since Jan. 1, 1950. Born in Dayton, O., Aug. 30, 1908. Entered automobile business in 1931 at Dayton.

KELLEY, EDWARD H., with Chevrolet Div. of General Motors Corp. as gen. mfg. mgr. since May, 1952. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

KELLY, ARTHUR, with B. F. Goodrich Co., as Pres. of Tire & Equipment Div. Purdue Univ. Entered automobile business in 1925 with B. F. Goodrich Company.

HH

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AUTOMOTIVE NEWS FAMILY ALBUM

KELLY, DANIEL H., with Electric Auto-Lite Co. as vice-chmn. and vice-pres. Born Crestline, O., Nov. 11, 1883. Univ. of Toledo, LL.B. degree. Entered automobile business in 1919 at Toledo with Willys Light Div. as asst. sales mgr.

KIMBROUGH, WILLIAM E., with Ford Motor Co. as mgr. Truck Sales Dept. Gen. Sales Office, Ford Div. Born in Hardin, Mo., Sept. 13, 1905. Central College. Entered automobile business in 1928 at Kansas City, Mo., with Ford Motor Co. as stenographer.

KITTLER, M. J., with Holley Carburetor Co. as exec. vice-pres. since 1952. Born Chicago, Ill. Ill. Institute of Tech., B. S. Entered automobile business in 1929 with International Harvester as engineer.

KLAUSMEYER, DAVID M., with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Moto- Car Co. as body designer.

KLINGLER, HARRY J., with General Motors Corp. as vice-pres., director and group executive in charge of passenger car and truck div. since Jan. 1, 1951. Born St. Clair, Mich., July 5, 1889. Entered automobile business in 1924 with GM Chevrolet Div., after service with Delco Light Co., Dayton, O.

KELLY, WILLIAM T., JR., with American Brake Shoe Co. as pres., American Brakeblok Div., since May, 1950. Born Mobile, Ala. June 5, 1907. Phillips Acad., Sheffield School, Yale Univ., B. S. elec. engr. Entered automobile business in 1928 at New York with American Brake Shoe Co. as buyer.

KING, MAXWELL C., with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A. B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.

KLAUS, CHARLES A., with Maremont Automotive Products, Inc., as vice-pres. since 1945. Born DePere, Wis., 1903. Marquette, M. E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

KLEIN, L. W., with Gabriel Co. as exec. vice-pres. Born Edinburg, Ind., Feb. 2, 1900. Manual Training High School. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

KNIGHT, GEORGE C., with Geo. C. Knight Co., pres. since 1940. Born Lincoln, Neb., Aug. 29, 1892. Prep. school. Entered automobile business in 1930 at Detroit with Detroit Metal Specialty Co.

KENDALL, V. H., Universal Products Co., pres. since 1952. Born Fairbury, Neb. Univ. of Neb., B. S. degree. Entered automobile business in 1915 at Detroit with Rands Mfg. Co. as secy-treas.

KENNEDY, JAMES G., with Owosso Mfg. Co. as gen. mgr. since 1953. Born in Ontario, Canada, July 5, 1905. Oshawa Collegiate Institute, Univ. of Toronto, Chrysler Institute of Engineering. Entered automobile business in 1923 at Oshawa, Ont. with General Motors of Canada.

KENT, PHILIP J., with Engineering Div. of Chrysler Corp. as exec. engr. electrical, since 1952. Born Great Bend, Kans., Nov. 29, 1890. Cornell Univ., 1914, M. E. degree. Entered automobile business in 1916 at Detroit with Studebaker as mechanic in service dept.

KESSINGER, W. L., with Dodge Div. of Chrysler Corp. as advertising mgr. - trucks since 1947. Joined Dodge in 1935 as serv. prom. mgr. Born July 5, 1894, at Patoka, Ind. Wabash College, A. B. Entered automobile business in 1916 with Cadillac as service claims inspector.

KETTERING, CHARLES F., with General Motors Corp. since 1920, now a director and research consultant since 1947. Born Loundonville, O., 1876. Ohio State Univ. E. E. in M. E. Entered automobile business in 1909 at Dayton, O., with Delco as part owner.

KIMBALL, BASIL B., with Pontiac Motor Div., GMC, as adv. mgr. since 1947. Born Pontiac, Mich., Jan. 3, 1897, U.S.M.A. Entered automobile business in 1917 at Pontiac with Oakland Motor Car Co.

KIMBALL, DEXTER SIMPSON, JR., with Bendix - Westinghouse Automotive Air Brake Co. as vice pres. and gen. mgr. since 1953. Born Ithaca, N.Y., July 15, 1906. Stanford Univ., Cornell Univ., M. E. and M. M. E. degree. Entered automobile business in 1928 at Muncie, Ind., with Muncie Products Div. of GM as machine operator.

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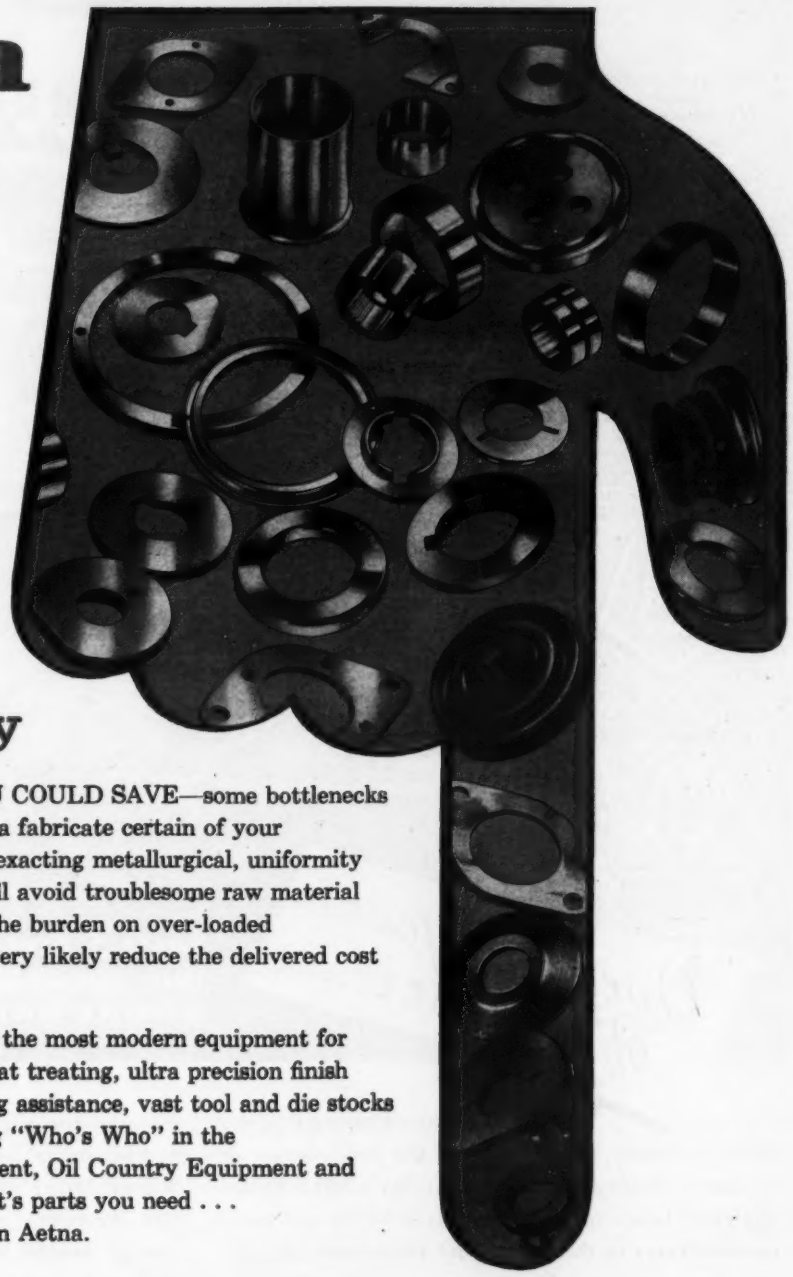

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AUTOMOTIVE NEWS FAMILY ALBUM

KNOWLSON, JAMES S., with Stewart-Warner Corp. as chmn. of bd. since 1934, as pres. since 1939. Born Chicago, June 29, 1883. Cornell, M.E. and E.E. degrees. Entered automobile business in 1934 at Chicago with Stewart - Warner as chmn. of board.

KOUNS, L. T., with Nash - Kelvinator as western sales mgr. since 1949. Born Farmington, Ia., February, 1903. Univ. of Minn. Entered automobile business in 1923 at Ford Motor Co.

KREUSER, THEODORE A., with Bendix Products Div., Bendix Av. Corp. as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B.S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

KUCHER, ANDREW A., with Ford Motor Company, Engineering Staff, as Director, Scientific Laboratory since April, 1951. Born Jersey City, N. J., March 20, 1898. Entered automobile business in 1951 with Ford Motor Company in Detroit after heading research at GM Frigidaire Division and later Bendix Aviation Corp.

KYNETT, HAROLD H., with Aitkin-Kynett Co. as senior partner since 1920. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High, Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

KOHR, ROBERT F., with Ford Motor Co., Engineering Staff, as Executive Engineer, General Engineering, since 1951. Born Washington, D. C., October 17, 1893. University of Michigan, B.S., 1917; M.E., 1925. Entered automobile business in 1920 at Washington, D. C., as Assistant Mechanical Engineer for National Bureau of Standards (Automotive Power Plant Section).

KRAFVE, RICHARD E., with Lincoln - Mercury Division, Ford Motor Company, as assistant general manager since 1952. Born Minneapolis, Minn., September 27, 1907. Entered automobile business in 1947 with Ford Motor Company as assistant to the director of purchases.

KRUSPAK, EDWARD J., with Automotive News since 1933; as adv. mgr. since 1942. Born New York. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

KUHN, TERRY W., with Bohn Aluminum & Brass Corp. as vice-pres. in chge. sales since 1949. Born Johnstown, Pa., June 20, 1900. Washington & Jefferson, B.S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

LAAS, A. G., with Studebaker Corp. as chief product engr. since 1952. Born in Buffalo, N. Y., 1901. Cornell Univ., M.E. degree. Entered automobile business in 1924 at Bridgeport, Conn., with Locomobile Co. as research asst.

LAMAISON, ROBERT, with Renault Selling Branch as vice - pres. and gen. mgr. Born Dax, France, Aug. 8, 1916.

LAMB, ERNEST P., with Engineering Div. of Chrysler Corp. as executive engr. truck engin. since 1952. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.

LAMBORN, FREDERICK J., with Chrysler Corp., Dodge Div., as vice - pres. and gen. mgr. since 1943. Born Springfield, O., Oct. 29, 1888. Entered automobile business in 1911 at Detroit with Dodge Bros. as toolmaker.

LANG, ELMER C., with Midland Steel Products Co., as sales manager of the Detroit Division since 1950. Born Cleveland, Ohio, July 17, 1899. Detroit College of Law, Detroit City Law School. Entered automobile business in 1922 with Detroit Pressed Steel Company as clerk.

LANG, HOWARD K., with Toledo Steel Products Co. as asst. mgr. since 1952. Born Toledo July 9, 1901. Mt. Herman Boy's School, Ohio State. Entered automobile business in 1923 at Minneapolis with Reinhard Bros. Co. as salesman.

LANGHAMMER, A. J., with Chrysler Corp. as pres. of Amplex Div. since 1937. Born in Covington, Ky. B.M.E. and M.E. Cincinnati Univ. 1916. Entered automobile business in 1910 as toolmaker with Auto Crankshaft Co., Detroit.

LAPE, EDWARD L., with United Motors Service Div. General Motors Corp. as general merchandising manager since 1953. Born Newport, Ky., 1906. University of Cincinnati. Entered automobile business in 1920 at Cincinnati with Chevrolet Motor Div. as messenger.

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MILLER MANUFACTURING CO., *Detroit 4, Michigan*

AUTOMOTIVE NEWS FAMILY ALBUM

LARKIN, STOREY M., with Caldwell, Larkin & Co., Inc., Indianapolis, as vice-pres. since 1945. Born in Franklin, Ind., Apr. 29, 1897. Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Ave. Co. as copywriter.

LEWIS, JAMES F., JR., with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A.B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employee.

LINDQUIST, MEL B. with Ford Motor Co. as gen. industrial relations mgr. since 1945. Born in Denver, Colo., June 7, 1909. Univ. of Colo., A.B., LL.B. Entered automobile business in 1937 with Murray Corp. as industrial relations manager.

LITCHFIELD, PAUL W., with Goodyear Tire & Rubber Co. as chmn. of bd. and chief exec. officer since 1940. Chmn. of bd. and pres. Goodyear Aircraft Corp. Born Boston, July 26, 1875. Mass. Inst. of Tech., science degree. Entered tire business in 1900 at Akron with Goodyear Tire & Rubber Co. as supt.

LITTLEY, RAYMOND F., with The Budd Co. as vice-pres., chge. of automotive sales, since 1951. Born Philadelphia, Pa., Apr. 13, 1906. High school. Entered automobile business in 1925 at Philadelphia with The Budd Co. in accounting dept.

LAUGHLIN, THOS. F., with Studebaker Corp. as asst. sales mgr. since 1914. Born Hot Springs, Ark. 1894. High School. Entered automobile business in 1911 at Hot Springs, Ark., with Westcott Motor Car Co. as mechanic's helper.

LINCOLN, CLOVIS W., with Saginaw Steering Gear Division, G. M. Corp., as Chief Engineer since 1948. Born Rock Falls, Ill., January 15, 1893. Univ. of Ill., B.S. in M. E. Entered automobile business in 1932 at Saginaw with Saginaw Steering Gear as Tool and Machine Designer.

LINFORTH, JOHN M., with Goodyear Tire & Rubber Co. as vice-pres. since 1940. Born Philadelphia, Sept. 30, 1896. Univ. of Pennsylvania, A.B. degree 1917. Entered automobile business in 1922 at Akron with Goodyear Tire & Rubber Co.

LITTLE, H. G., with Campbell - Ewald Co. since June, 1944; pres. since Oct. 1, 1952, and chmn. of the board since Feb. 17, 1953. Born New York City, Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

LLOYD, J. SAXTON, past pres. National Automobile Dealers Assn. (1952), pres. Daytona Motor Co., Daytona Beach, Fla. Born Savannah, Ga., on Nov. 9, 1907. Entered automobile business in 1926 at Daytona Beach, Fla., with Daytona Buick dealership as serv. dept. employee.

LaVIEZ, LEE R., with L. Sonneborn Sons, Inc., as sales mgr. since 1938. Born Towson, Md., Feb. 1899. Univ. of Maryland. Entered automobile lubricants field in 1920 at Baltimore with Pittsburgh Oil Refining Corp.

LAYTE, RALPH R., with Purolator Products, Inc., as pres. since 1941. Born in Boston. Acadia Univ. Entered automobile business in 1925 with Purolator Products, Inc., as exec. vice-pres.

LEE, JAMES A., with Nash-Kelvinator Corp., dir. of procurement, N-K Corp. since 1944. Born Wesson, Miss., Aug., 1900. Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisiana.

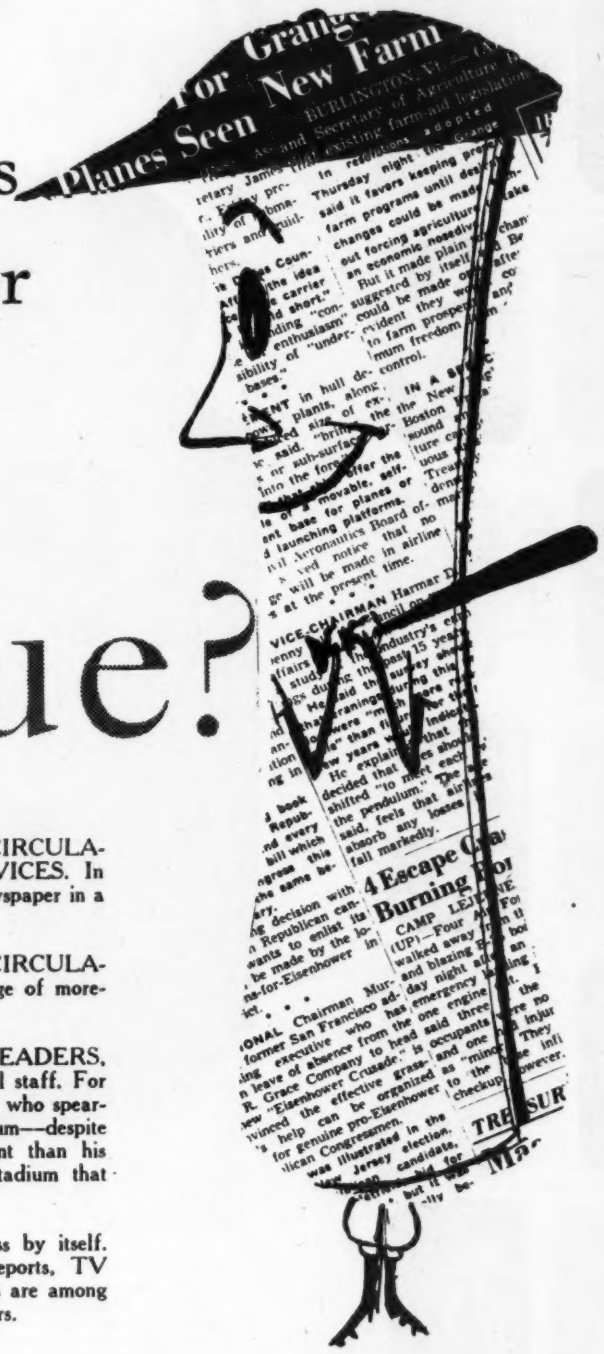
LEE, JAMES W., II, with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A.B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

LEMMER, HARRY J., with Waukesha Motor Co. as adv. mgr. since 1951. Born Portland, Ore., in 1911. Northwestern Univ. With present company since 1943.

LEUKHARDT, ARTHUR R., with Midland Steel Products Co. as asst. sales mgr. Power Brake Div., since 1947. Born Wilmerding, Pa., Jan. 24, 1903. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

LEUKHART, GEO. A., with National Used Car Market Report, Inc., as gen. mgr. since 1930. Born Indianapolis. Business administration. Entered automobile business prior to 1910 at Indianapolis with Atlas Engine Works.

What makes a newspaper big league?



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AUTOMOTIVE NEWS FAMILY ALBUM

LODGE, HENRY D., with Arrow Safety Device Co. as sales mgr. since June 1, 1947. Born Philadelphia, Jan. 20, 1908. St. Joseph's College, Temple Univ., Rutgers Univ. law school, LL.B. degree. Entered automobile business in 1946 at Mt. Holly, N. J., with Arrow Safety Device Co. in sales dept.

MacGREGOR, B. N. with Packard Electric div., GM Corp., as gen. mgr. since 1933. Born Princeton, Ind., 1894. Purdue Univ., Muskingum Coll., B.S. degree. Entered automobile business in 1919 with Packard Electric Co. as salesman.

MacNICHOL, GEORGE P., JR., with Libbey-Owens-Ford Glass Co. as President since April, 1953. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

MAKEMSON, S. K., with John Wood Co., Bennett Pump Div., Muskegon, Mich., as vice-pres. and gen. sales mgr. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

MANDEL, JACK N., with The Premier Autoware Co. as chmn. of the bd. of directors.

LONG, RAY A., with Divco Corp., as pres. and gen. mgr. since Jan. 1949. Born in Detroit, Mich., June 28, 1888. Entered automobile business in 1905 at Detroit with Reliance Motor Truck Co. as draftsman.

MACKE, WILLIAM E., with Packard Motor Car Co., as merchandising manager since 1953. Born in Chicago, December 25, 1912. Entered auto business with Packard in 1953, after 20 years advertising and promotional capacities.

MacPHERSON, EARLE S., vice-pres. engin., Ford Motor Co. Born in Highland Park, Ill., July 6, 1891. Graduated from Univ. of Illinois in 1915, B.S., M.E. degree. Started with Chalmers Motors Co. laboratory in Detroit.

MALLON, WILLIAM L., Past-Pres. NADA (1945-'46); dir. NADA since 1938. NADA vice-pres. Region 2. Born New York City July 18, 1884. Entered automobile business in 1913 at Newark, N. J., as dealer.

MANDEL, JOSEPH C., with The Premier Autoware Co. as president.

LONGENECKER, E. D., with Lincoln-Mercury Div. as national service mgr. since 1949. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ., B. S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich., with Pontiac Motor Div. as zone service rep.

LOPPNOW, EDWARD C., with Buick Motor Div. as asst. to gen. sales mgr. Born in La-Moure, N. D., Feb. 27, 1912. Univ. of North Dakota, B. S. degree. Entered automobile business in 1936 as a field representative for GMAC.

LOTT, DOYLE W., with Reo Motors, Inc., Lansing, Mich., as adv. mgr. since April, 1949. Born Mason, Mich., Nov. 30, 1918. High school; Mich. State, B.A. Entered automobile business in 1947 in Lansing with Reo as asst. adv. mgr.

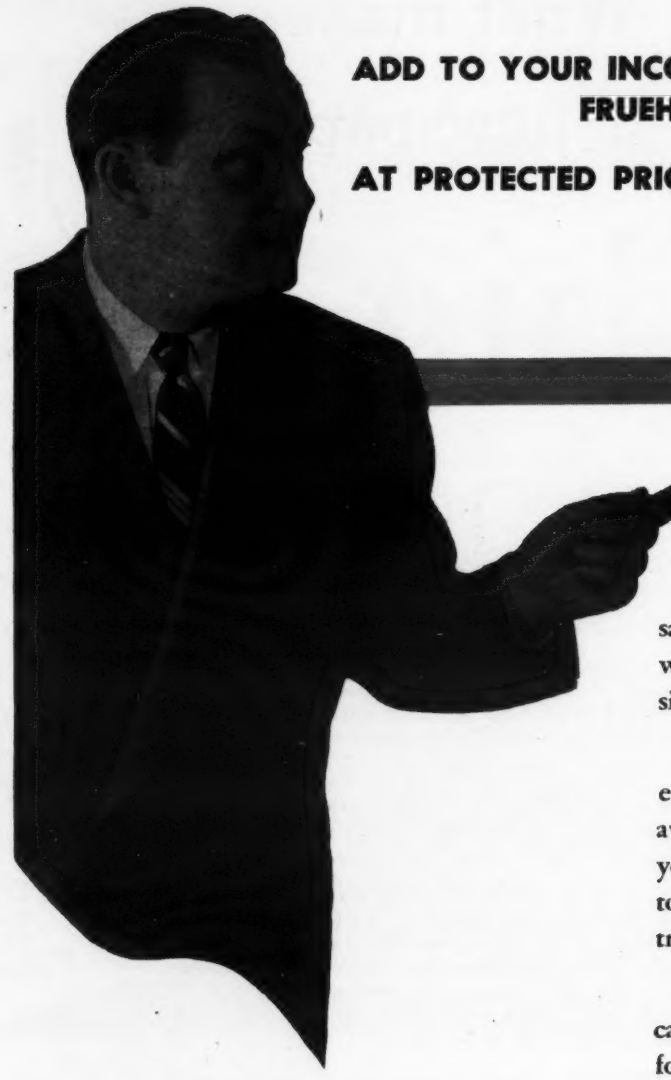
LUNDEEN, GILBERT W., with Muskegon Piston Ring Co. as executive vice-pres. Vice-pres. since 1952. Born Chicago, April 21, 1903. LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

LYON, G. ALBERT, with Lyon, Inc., as pres. since 1930. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

LYON, GEORGE A., JR., with Lyon, Inc., as vice-pres. since 1943. Born Philadelphia, Pa., April 8, 1919. Mercersburg Acad., Wharton School of Univ. of Pa. Entered automobile business in 1940 at Detroit with Lyon, Inc.

MACAULEY, J. B. with Ethyl Corp. since 1945, named dir., Detroit Laboratories, 1953. Born in Washington, D. C., Apr. 2, 1896. Attended Univ. of Ill. Entered automobile business in 1919 as apprentice with Packard Motor Car Co.

How To Keep Your Profits



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FRUEHAUF "UNIT-BUILT" Truck Bodies

Truck Body Division
FRUEHAUF TRAILER COMPANY
Detroit 32, Michigan

AUTOMOTIVE NEWS FAMILY ALBUM

MANSFIELD, JOHN P., with Plymouth Div., Chrysler Corp., as pres. since 1952 and vice-pres. Chrysler Corp. since 1953. Born Milwaukee, Wis., Oct. 31, 1903. Attended Mercersburg (Pa.) Academy. Entered automobile business in 1920 as factory worker with Dort Motor Co. at Flint, Mich.

MARKEY, JOHN C., with The Aro Equipment Corp. as pres. since 1930. Born Defiance, O., May 31, 1889. Ohio Wesleyan Coll. Entered automobile business in 1910 at Defiance, O., as automobile salesman.

MARTIN, JOHN E., with Dana Corp. since April 1, 1952. President since Jan. 1, 1954. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co.

MASON, GEORGE W., with Nash-Kelvinator Corp. as chmn. and pres. since 1948, and pres. A.M.A. since 1946. Born in Valley City, N. D., March 12, 1891. Univ. of Mich., B.S. degree. Entered automobile business in 1913 at Detroit with Studebaker Corp. in mfg div.

MATTHIAS, HANS A., with Ford Motor Company Engineering Staff, as Executive Engineer, Passenger Vehicles Design, since 1952. Born Mannheim, Germany, Germany, October 16, 1912. Attended General Motors Institute. Entered automobile business in 1934 at Detroit with GM Chevrolet Division.

MARA, WILLIAM A., with Bendix Aviation Corp. as dir. adv. and publicity since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec.

MARSHALL, GEORGE W., JR., Raybestos-Manhattan, Inc., vice-pres. in chg. of Asbestos Products Sales since 1951. Born Dayton, O., Feb. 21, 1905. Deerfield Acad. Amherst Univ. of Penn., B.A. Entered automobile business in 1929 at Manheim, Pa., with Raybestos-Manhattan, Inc., U. S. Asbestos div., as pur. agt.

MARTIN, ROYCE G., with Electric Auto-Lite Co. as pres. and chmn. of board since 1944. Born Clint, Tex., St. Patrick's Acad., St. Aloysius Acad. Entered automobile business in 1918 at Toledo, Ohio.

MATHEWS, VERNER P., with Buick Motor Div. as chief engineer. Born in Cleveland, O., Sept. 5, 1895. Case Institute of Technology, M.E. Degree. Entered automobile business in 1917 with Eaton Manufacturing Co., Cleveland.

MATTSON, JOE O., with Automotive Safety Foundation as president since November, 1953. Born Los Angeles, Calif., Nov. 17, 1903. Oregon State College. Entered automobile business in 1934 at Pesadena with the Department of Motor Vehicles, State of Calif., as branch mgr.

MAXWELL, LLOYD, with Roche, Williams & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Staver Motor Car Co. as gen. sales mgr.

McALEER, CHARLES H., with McAleer Manufacturing Corp. as president since 1923. Born Pittsburgh, Pa., June 25, 1893. Entered automobile business in 1912 at Pittsburgh with McAleer Motor Co., as owner.

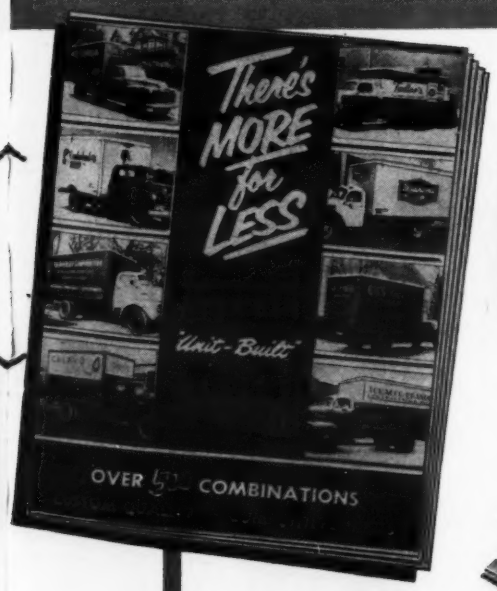
McCAFFREY, JOHN L., with International Harvester as pres. since 1946. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.

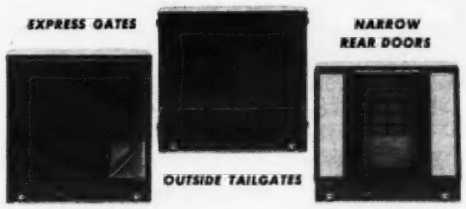
McCALL, CHARLES D., with New Departure Div., GM Corp., as gen. sales mgr. since Oct., 1951. Born Rochester, N. Y., 1899. Univ. of Pittsburgh; O. State, B.M.E. degree. With New Departure Div. since 1933.

McCONNELL, RICHARD K., with Federal Mogul Corp., Service Division since 1946, as advertising and sales promotion manager since 1949. Born Battle Creek, Michigan, 1913. Kalamazoo College. Entered automobile business in 1942 at Detroit with Packard Motor Car Company as marine service technician.

McCORMICK, THOMAS G., with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs., college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

McCUEN, CHARLES L., with Research Lab. Div. GMC, as gen mgr.; vice-pres. GM Corp. since 1940. Born Stockton, Calif., May 22, 1892. Polytechnic Coll. of Engrg. B.S. degree in 1911 and honorary degree in 1937. Entered automobile business in 1913 at Oakland with Cole-California Car Co. as vice-pres.





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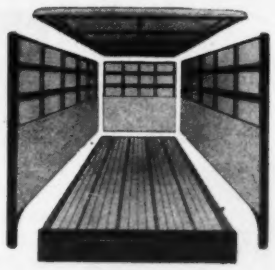

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☐ Please have a Fruehauf salesman call, with more information about extra profits.

Name _____ *Company* _____

Address _____ *City* _____ *State* _____

AUTOMOTIVE NEWS FAMILY ALBUM

McDOUGAL, JOSEPH W., with Miller Mfg. Co. as pres. and gen. mgr. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

McGINN, HOWARD J., with Eaton Mfg. Co. as president since 1951. Born New York City, May 13, 1888. Entered automobile business in 1913 at Chicago with National Lockwasher Co. as salesman.

McGOVERN, J. W., with United States Rubber Co. as vice-pres. Born in Philadelphia, Pennsylvania. Joined United States Rubber Co. in Control Division, Cambridge, Mass., 1920.

McINERNEY, JAMES L. with McInerney Spring & Wire Co. as chairman of the board since 1930. Born Elmira, N. Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.

McINTYRE, CHARLES S., with Monroe Auto Equipment Co. as vice-pres. and secy. since 1947. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

McFALL, THURLOW E., with Muskegon Piston Ring Co. as chairman of the board since 1953. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

McGINNIS, FRANK J., with Ford Motor Co. as asst. gen. sales mgr. adv. sales prom. and trng., Ford Div., since Jan., 1953. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys - Overland as office boy in adv. dept.

McGOVERN, JAMES L., JR., with Raybestos div. of Raybestos-Manhattan, Inc., as replacement sales manager since Aug., 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

McINTYRE, BROUWER D., with Monroe Auto Equipment Co. as pres. and gen. mgr. since 1937. Born in Dundee, Mich., Feb. 26, 1905. Univ. of Mich., B.D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

McINTYRE, WILLIAM D., with Monroe Auto Equipment Co. as exec. vice-pres. and treas. since 1947. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

All about the new

AUTRONIC-EYE®

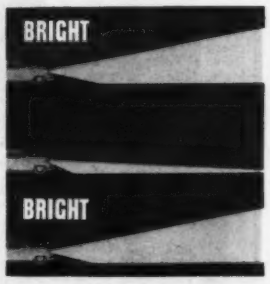
AUTOMATIC HEADLIGHT CONTROL

ANOTHER GM ENGINEERING FIRST

MODEL B

What is it?

The Autronic-Eye is a modern electronic device that automatically controls automobile headlight operation at night. Developed by the Guide Lamp Division of General Motors after many years of electronic research, the Autronic-Eye provides the first completely satisfactory answer to the long-standing need for a fully automatic headlight control.



What does it do?

The Autronic-Eye *automatically* dims your headlights when an oncoming car approaches. It holds your headlights at dim until all oncoming traffic has passed. Then the Autronic-Eye brings your lights back to bright—*automatically.*

Where is it located?

In four places—because the Autronic-Eye consists of four major units. (1) *Phototube Unit,* which is mounted on the top left side of instrument panel and aimed through the windshield. (2) "*Autronic Brain,*" or amplifier unit, mounted under the hood. (3) *Power Relay Unit,* also mounted under the hood. (4) *Auxiliary Foot Switch,* located on floorboard just above standard dimmer switch.

How does it work?

When beams from approaching headlights strike the Phototube Unit, it picks them up and instantly transmits an electronic signal to the Amplifier Unit. This electronic "brain" operates the Power Relay Unit, which then switches the headlights from bright to dim. After all oncoming cars have passed, the electronic "brain" switches headlights back to bright. When the headlights are on dim, the Auxiliary Foot Switch permits the driver to flash his bright lights as a signal, or obtain additional light when needed.

How does it make driving safer?

With the Autronic-Eye, headlights are always dimmed before the driver of an oncoming

car comes within "dazzling range." Moreover, when the oncoming driver sees the lights of the Autronic-Eye-equipped car dim, he is reminded to dim his own lights in time.

How does it make driving easier?

The Autronic-Eye takes the driver's foot off the floor switch, his mind off the bothersome job of adjusting headlights. It relieves him of the nervous strain of night driving . . . lets him relax and enjoy the trip.

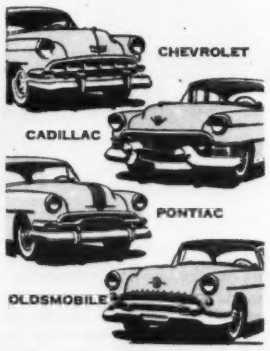
Has it been proved in use?

Already, *more than 300,000*

drivers are enjoying cars made safer at night with the new Autronic-Eye automatic headlight control. Its safe, efficient operation has been proved over two years—and many million miles—of night driving.

Where is the Autronic-Eye sold?

The Autronic-Eye is featured on the brilliant new Cadillac, Oldsmobile, Pontiac and Chevrolet models. See one of these dealers for a demonstration.



Guide FOR SAFER DRIVING

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GUIDE LAMP DIVISION • GENERAL MOTORS CORPORATION • ANDERSON, INDIANA

McKAY, ROBERT D., past pres. NADA. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

McKINLEY, WM. A., with Midland Steel Products Co. as pres. since 1952. Born Caseville, Mich., 1895. Univ. of Mich., B.S.M.E. Entered automobile business in 1919 at Detroit with Detroit Pressed Steel Co. as draftsman.

McLAUGHLIN, ROBERT S., with General Motors Corp. of Canada as chmn. of the bd. since June, 1945, and vice-pres. of GM Corp. since 1918. Born Enniskillen, Ont., Sept. 8, 1871. Entered automobile business in 1887 with McLaughlin Carriage Co.

McNAMARA, ROBERT S., with Ford Division, Ford Motor Company, as assistant general manager since August, 1953. Born San Francisco, California. University of California, Harvard Graduate School of Business Administration. Entered automobile business in 1946 at Dearborn with Ford Motor Company as manager of financial analysis office.

McQUEEN, LOREN A., with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron as sales correspondent.

McQUIGG, JOHN L., with Lennen & Newell, Inc., as exec. vice-pres. since June, 1952. Born Los Angeles, Oct. 11, 1907. Univ. S. Calif. Entered automobile business in 1937 at Kenosha with Geyer, Newell & Ganger as act. exec., Nash acct.

MEGUIAR, MAURICE W., partner, Mirror Bright Polish Company. Born Evansville, Indiana, April 11, 1909.

AUTOMOTIVE NEWS FAMILY ALBUM

MENDLER, EDWARD C., with Studebaker Corp. as vice-pres. since 1951. Born New York City. Pace Inst. C.P.A. Entered automobile business in 1927 at Philadelphia with Studebaker subsidiary as treas.

MILNE, KENNETH T., with Delco Radio Division, General Motors Corp. as sales manager since 1941. Born Oelwein, Iowa, March 23, 1898. Carnegie Institute of Technology, B. S., E. E. degree. Entered automobile business in 1923 at Anderson, Indiana, with Delco-Remy Division as engineer.

MINKEL, LEWIS EDWARDS, with Studebaker Corp. as dir. of sales training div. since 1953. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944, at Los Angeles with Studebaker Pacific Corp. as regional mgr.

MITCHELL, DON R., pres. and gen. mgr. of The Mitchell-Bentley Corp. and Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., July 24, 1903. GMC Inst. of Tech.; Central Mich. Coll., Hon. Master. Entered automobile business in 1921 at Corunna, Mich., with Weathproof Body Corp. as sales mgr.

MITCHELL, WILLIAM F., with Mitchell-Bentley Corp. as exec. vice-pres. Born Owosso, Mich., Nov. 18, 1924. Penn. State. Entered automobile business in 1948 at Ionia Mfg. Co. as prod. analyst.

MERRILL, S. CLIFFORD, Timken Roller Bearing Co. as asst. gen. mgr. automotive div., since 1936. Born Montreal, Can., 1896. St. Mary's Coll., Columbia Univ., M.E. degree. Entered automobile business in 1924 at New York with Timken Roller Bearing Co. as sales engr.

MILTON, WALTER S., with Hudson Motor Car Co. as dir. of service since 1946. Born Lumpkin, Ga., Jan. 19, 1903. Entered automobile business in 1921 at Denver, Colo., as retail salesman for Hudson distributor. Joined Hudson in 1932.

MINOR, JACK W., with Dodge Div., Chrysler Corp., as Director of Advertising and Merchandising since December, 1953. Born Oct. 9, 1920, Kansas City, Mo. Entered automobile business 1952 as acct. exec. Grant Advertising, Inc., on Dodge acct.

MITCHELL, JOHN J., with Liquid Glaze, Inc., as pres. since 1946. Born Chicago, Ill. B.A. degree. Entered automobile business in 1946 at Lansing, Mich., with Liquid Glaze, Inc., as pres.

MOGGE, ARTHUR R., with Arhtur R. Mogge, Inc., adv. agcy., as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

METZEL, HAROLD N., with Oldsmobile div., General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll. Peoria, Ill., B.S. Entered automobile business in 1928 at Lansing with Olds. as expr. tester, engrg. dept.

MEYER, DONALD W., owner, Truckstell Co., pres., Truckstell Mfg. Co. since 1943. Born in Charles City, Ia., 1895. St. John's Military Acad. Entered automobile business in 1921 at Los Angeles with Ruckstell Sales and Mfg. Co. as branch mgr.

MICHEL, CLARENCE A., with Guide Lamp Div., GMC, as gen. mgr. since 1941. Born Cleveland, O., Dec. 31, 1893. Case Sch. of Applied Science. B.S. degree. Entered automobile business in 1915 at Cleveland with Guide Motor Lamp Mfg. Co.

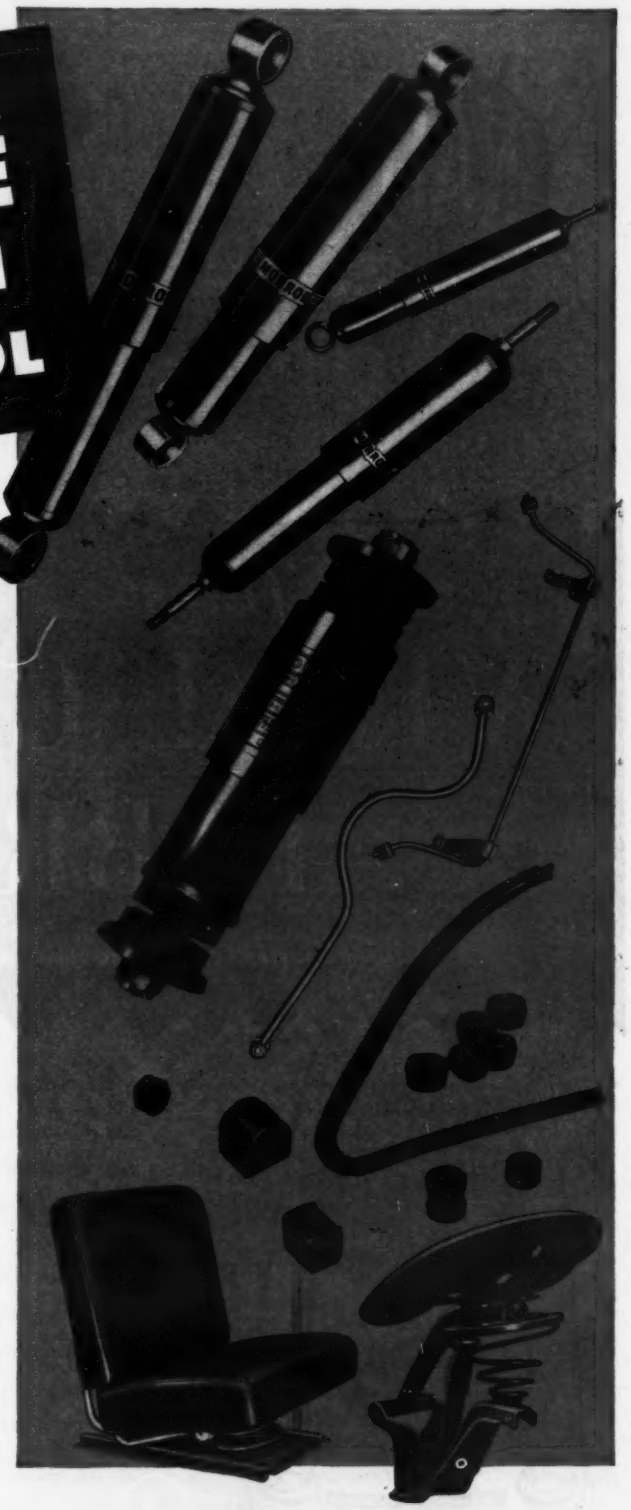
MIDDLETON, PAUL F., with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.

MILLAR, JOHN R., with National Automotive Fibres, Inc., as chmn. of the bd. since Apr., 1947. Born Oakland, Calif., Jan. 23, 1887. Manchester Sch. of Tech., England, Textile Engin. Entered automobile business in 1928 as founder and pres. of National Automotive Fibres, Inc.

MILLER, FRANKLIN A., with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

MILLER, MICHAEL, with Kaiser Motors Corp. (formerly Kaiser-Frazer Corp.) as exec. vice-pres. since 1951. Born in New York City May 29, 1900. Asso. with various Kaiser enterprises on West Coast since 1931.

Specify MONROE for the BEST IN RIDE CONTROL



SHOCK ABSORBERS, SWAY BARS AND STRUTS to give a smoother, safer ride for automobiles, trucks, buses, railway cars, motorcycles and military vehicles.

MOLDED RUBBER PARTS for hundreds of automotive and industrial applications—produced on a new high speed continuous injection machine for precision molding.

E-Z RIDE SEATS with variable rate coil spring and hydraulic shock absorber to smooth the ride for tractor users, bus and truck drivers, locomotive engineers and operators of many types of military vehicles. Automatically self-adjusting to the weight of any driver . . . standard equipment on more makes of farm tractors than any other tractor seat . . . a million in use.

MONROE DIRECT ACTION HYDRAULIC POWER STEERING is surest, safest, simplest. Three pounds pressure at steering wheel applies 750 at the tire. Effortless steering, full control when blowouts occur at high speeds. Wheel fight and road shock eliminated. Simplicity reduces cost and requires minimum redesign of conventional steering.

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Monroe, Mich.—World's Largest Maker of Ride Control Products

AUTOMOTIVE NEWS FAMILY ALBUM

MONAGHAN, C. P., with Packard Motor Car Co. as dir. of public relations since 1952. Born Minnesota, Mar. 23, 1905. Entered automobile business at Detroit in 1952 with Packard.

MONROE, E. PAUL, with Hercules Steel Products Corp. as president since 1947. Born Galion, O., July 29, 1885. Ohio Wesleyan, B.S. degree. Entered automobile business in 1923 at Galion with Ditwiler Manufacturing Co. as sales manager.

MOORE, CHARLES F., dir. of public relations, Ford Motor Co., since April, 1952. Born Mar. 5, 1903, Beverly, Mass. Dartmouth Univ.

MORRISON, RALPH W., with Aro Equipment Corp. as vice-pres. and dir. since 1950. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co. as sales engr.

MOULDER, PETER V., with International Harvester Co. as exec. vice-pres. since 1946. Born Fargo, N.D., 1892. High school. Started with International Harvester in 1910 as clerk.

MONAGHAN, PHILIP J., with GMC Truck & Coach Div. of GM Corp. as gen. mgr. since 1953. Born Detroit, Nov. 5, 1914. Georgetown Univ. Entered automobile business in 1936 at Detroit with Ternstedt Div. as methods engr.

MONTGOMERY, RUSSELL J., with Packard Electric Division, General Motors Corp. as general sales manager since 1927. Born Chicago, Ill., March 19, 1896. Entered automobile business in 1912 at Chicago as mechanic.

MORGAN, WM. C., Jr., with Walker Mfg. Co. as vice-pres. in chge. orig. equipment sales since Jan., 1951. Born Tyler, Tex., Jan. 1, 1902. Texas A. & M., Univ. of Texas, E.M. degree. Entered automobile business in 1926 at Detroit with Chrysler Corp. as proj. engr.

MORRISON, RAY L., exec. vice-pres., The DeVilbiss Co., Toledo, O. Born in Dawson, Pa., 1899. Entered automobile business in 1924 at Pittsburgh with Westinghouse Air Brake Co. as service rep.

MUMMERT, ARDEN J., with McQuay-Norris Mfg. Co. as pres. since 1950. Born St. Louis, Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

MUNN, C. G., with Reynolds Spring Co. as pres. since 1927. Born Chicago, 1890. Entered automobile business in 1922 with American Twist Drill Co.

MUNN, JOHN O., advisory editor, Automotive News. Born Watertown, S. D., Sept. 7, 1886. Entered automobile business in 1909 at Toledo with Willys-Overland as asst. adv. mgr.

MURBARGER, RICK E., with Sealed Power Corp. as gen. sales mgr. since 1951. Born Indianapolis, Ind. Wabash college.

MURDOCK, MALCOLM P., with Ethyl Corp. as vice-pres. in chge. of sales, dir., since 1952. Born Melrose, Mass., Dec. 9, 1905. Cornell U., A.B. degree. Entered automobile business as field rep with Ethyl Corp. in 1933.

MYERS, JAMES L., pres. and chmn. of bd., Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) since 1952. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch.; Stevens Inst. of Tech., M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds. Motor Works as engin. draftsman.

NADAL, ROBERT R., with Lincoln-Mercury Div., Ford Motor Co., asst. gen. sales mgr. staff activities since 1953. Born Olivet, Mich., Oct. 9, 1914. Drury Coll.; Harvard Grad. School of Bus. Admin., M. in Bus. Admin. Entered automobile business in 1946 at Dearborn with Ford as used car and truck sales dept. mgr.

NAGLE, EDMUND G., with United States Rubber Co., Footwear and General Products Division as manager of automotive sales since 1951. Born Cambridge, Mass., March 30, 1917. University of Minnesota. Entered automobile business in 1945 at Mishawaka, Ind., with U. S. Rubber Co., as sales manager, Foam and Floor Mat Div.

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VINYL COATED FABRICS
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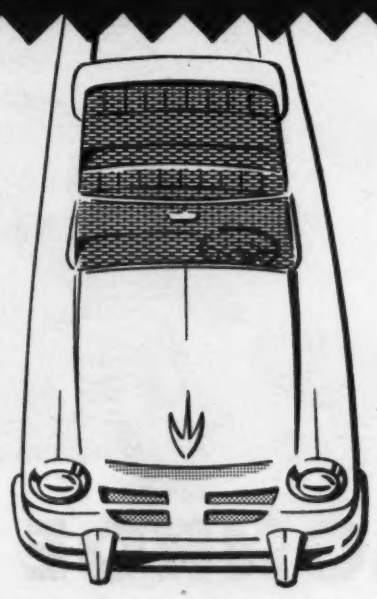

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AUTOMOTIVE NEWS FAMILY ALBUM

NANCE, JAMES J., with Packard Motor Car Co. as pres. since 1952. Born Ironton, O., Feb. 19, 1901. Ohio Wesleyan Univ., B.A. degree. Entered Automobile business in 1952 with Packard as pres.

NOONAN, CHARLES P., with Packard Motor Car Co., since Jan., 1954, as marketing services manager. Born New Rochelle, New York, July 15, 1915. New York Univ. 1938. B.S. Entered auto business, New Rochelle, 1938, as retail salesman.

NORTON, WILBUR H., with R. M. Hollingshead Corp. as pres. since April 1952. Born Dec. 2, 1903, Hampton, N. H. Entered automobile business in 1948 at Detroit with GM Corp. as vice-president.

OARE, ROBERT L., with Associates Investment Co. as Chmn. of the Bd. since 1951. Born in South Bend, Ind., on Oct. 13, 1912. Dartmouth Coll., A.B., Yale Univ., LL.B. Entered automobile business in 1947 at South Bend, Ind., with Associates Investment Co. as dir.

O'BRIEN JOHN DAVID., with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1896. Received B.S. degree from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agt.

NASH, JEROME B., with Buick Motor Div. as asst. gen. sales mgr. in charge midwest and western regions. Born 1893 Spokane, Wash. Washington State Coll. Entered automobile industry as Buick dist. mgr., Waterloo, Ia.

NORTHRUP, H. M., with Hudson Motor Car Co. as vice-pres. since March, 1942, with company since 1919. Born in Michigan. College Mines & Tech. Entered automobile business in 1915 at Detroit with Dodge Brothers.

NORWOOD, JOHN E., with Sealed Power Co. as sales mgr. since 1943. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leako Piston Ring Co.

O'BRIEN, IRVING T., with Chrysler Corp. as asst. to gen. mgr. since 1943 and in chge. of subsidiary operations since Aug., 1949. Born Saginaw, Mich., July 11, 1891. Entered automobile business in 1910 at Flint, Mich., with Buick Motor Co. as workman.

OCHS, CLARENCE I., with Eaton Mfg. Co. as Chmn. of Bd. since 1951. Born in Boston, Mass. Entered automobile business in 1916 at Cleveland, O., with Torbensen Gear & Axle Co., as pur. agt.

NAVE, HENRY J., with White Motor Co. as dir. of serv. and ind. sales since 1950. Born Attica, Ind., 1913. B. S. C. Temple Univ., Entered automobile business in 1936 with Firestone Tire & Rubber Co. as college sales trainee.

NELKEN, EDWIN C., with the Carlife Guaranty as sales mgr. since 1951. Born Peru, Ind., Feb. 15, 1905. Entered automobile business in 1928 at Detroit with Socony-Vacuum Co. as salesman.

NEWBERG, WILLIAM C., with Dodge div., Chrysler Corp. as pres. since Sept., 1951 and vice-pres. Chrysler Corp. since 1953. Born Seattle, Wash., Dec. 17, 1910. Univ. of Washington, B.M.E.; Chrysler Inst. of Engineering, M.M.E. Entered automobile business in 1932 with American Automobile Co. at Seattle as salesman.

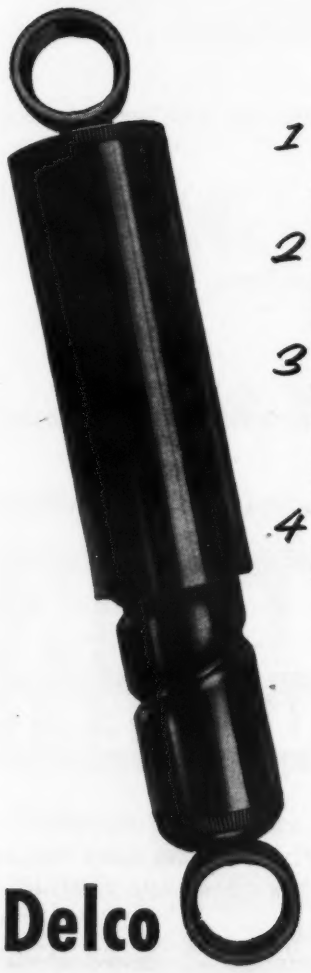
NEWBY, RALPH, with Midland Steel Products Co. as sales mgr. of the Cleveland Division since 1950. Born Birmingham, England, April 3, 1909. Cleveland College. Entered automobile business in 1927 at Cleveland with Midland Steel Products Co. as draftsman.

NEWELL, HERMAN W., with Lennen & Newell, Inc., as pres. since June, 1952. Born Bellefontaine, O., Dec. 18, 1897. Dartmouth, A.B., and M.C.S.

NICHOLL, J. FERRELL, with Lumite Div., Chicopee Mills, Inc., as vice-pres. since 1949 and gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1906. Ga. Tech., B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

NIELSEN, A. B., with DeSoto Div., Chrysler Corp., as eastern sales mgr. since Jan. 1946. Born July 24, 1900, in Ft. Wayne, Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as payroll clerk for Chevrolet Motor Co.

8 reasons why... **Delco Shock Absorbers** *lead* **in acceptance!**



1 ***Individually Engineered***—*Only Delco offers a complete line of shock absorbers in types, sizes and capacities needed for each application.*

2 ***Uniform Ride***—*Exclusive spiral reservoir tube improves performance and maintains uniform control under extreme operating conditions.*

3 ***Riding Comfort***—*Two major design developments permit Delco shock absorbers to give the best in riding comfort—Delco's self-cleaning duplex compression valves . . . and Delco double control pistons.*

4 ***"Sealed for Life"*** *Construction—Completely welded sealed-in unit for long life and increased safety.*

5 ***Durability***—*Exclusive Delco "Multi-Lip" seal is actually four seals in one—four times better—prevents fluid loss.*

6 ***Faster Response***—*Delco's short orifices permit quicker response to road conditions.*

7 ***Highest Quality***—*Precision construction throughout minimizes wear and increases life.*

8 ***Strict Conformance to Specifications***—*Delco shock absorbers are inspected 100% for ride control characteristics.*

Delco leads the field in production facilities, engineering development and product performance. That is why Delco is original equipment on more new cars and trucks than any other make. Cars equipped with Delco shocks give a better ride on *all* types of roads. Delco Products, Division of General Motors Corporation, Dayton, Ohio.

Delco Hydraulic Shock Absorbers

AUTOMOTIVE NEWS FAMILY ALBUM

O'CONNOR, MORGAN J., (Mike), with Nash Motors, Div. of Nash-Kelvinator Corp. as dir. of public relations since 1952. Born St. Thomas, Ont., Can., Apr. 5, 1916. Univ. of Detroit. Entered automobile business in 1936 at Detroit with Briggs Mfg. Co. in the employment office.

OLEN, WALTER A., with Four Wheel Drive Auto Co. as chmn. of bd. and dir. Born in Winneconne, Jan. 31, 1875. Valparaiso Law School LL.B. Entered automobile business in 1910 at Clintonville, Wis., with Four Wheel Drive Auto Co., as pres. and gen. mgr.

O'LOUGHLIN, L. B., with The Electric Auto-Lite Co., since 1953 as sales mgr., Spark Plug Div. Born Naugatuck, Conn., Dec. 30, 1896. Albany Business College. Entered automobile business in 1945 as trade relations mgr. with Auto-Lite.

O'NEIL, WILLIAM F., with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co., as cost man.

ORR, HUGH BEN, with Universal Products Co., Inc., as vice-pres. sales, since 1939. Born Owensboro, Ky., June 26, 1898. Univ. of Kentucky, M.E. degree. Entered automobile business in 1935 at Detroit with Chrysler Corp.

OHLY, CHARLES W., with Thompson Products, Inc. as asst. general manager since June, 1953. Born Cleveland, O., Sept. 5, 1918. Case Institute of Technology, B.S., M.E. Entered automobile business in 1940 at Cleveland with Thompson Products as laboratory technician in Metallurgical Research Lab.

OLIVER, HARRY C., with U. S. Rubber Co. as sales mgr., U. S. Tires Div., since Sept. 1952. Born Allendale, S. C. Citadel and College of Charleston, A.B. With U. S. Rubber since 1939.

O'NEIL, THOMAS J., Ford Motor Co. dir. of product sales and dealer organization planning office, sales and adv. staff, since Sept. 1952. Born Memphis, Tenn., on Dec. 28, 1894. Christian Bros. Coll. Entered automobile business in 1915 in Memphis Dist. with Ford Motor Co. as stock clerk.

ORMSBY, RUTH, with Nu Orm Plans, Inc., as president since 1945. Native of Los Angeles. St. Mary's Academy and St. Mary's College. Entered automobile business in 1940 working in a dealership as a follow-up operator. Started own follow-up and service merchandising business in November, 1945.

OSBORN, CYRUS R., with General Motors Corp., vice-pres. and dir. Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

OSBORN, P. V., with Timken - Detroit Axle Co. as vice-pres. in chge. of mfg. since 1945. Born Aug. 10, 1893. Ohio State Univ., M.E. degree. Entered automobile business in 1918 with Continental Motors as engineer.

OSWALD, RAYMOND Z., with Clevite Service Division The Cleveland Graphite Bronze Co. as Vice-President. Born St. Louis, Mo. Mar. 23, 1894. Entered automobile business in 1919 at St. Louis with McQuay - Norris, as salesman.

OTTO, GEORGE W., with Cadillac Motor Car Div. as gen. parts and service mgr. since 1942. Born Cleveland, Feb. 2, 1893. Business college. Entered automobile business in 1912 at Cleveland with F. B. Stearns Co. as mechanic.

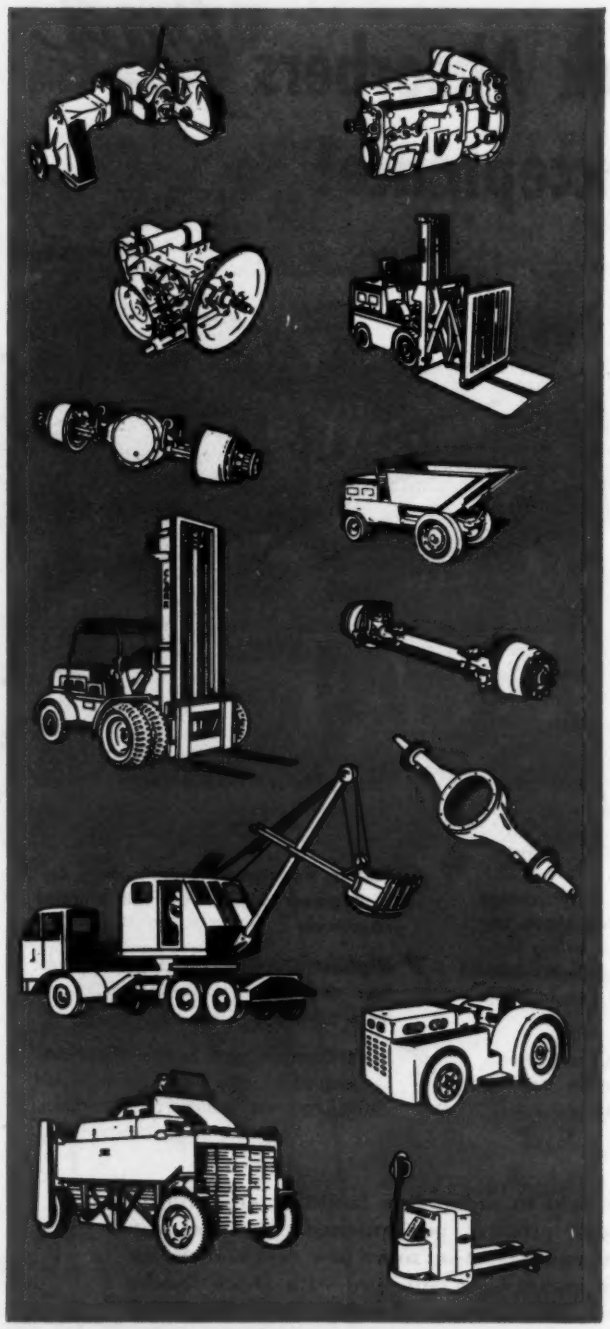
PALMER, GEORGE L., with Kaiser Motors Corp. as vice president and asst. treas. and Willys Motors, Inc., as vice-pres. and treas. since 1953. Born in Toledo, O., July 3, 1901. Started in automobile business with Willys - Overland in 1922 and became treas. in 1947.

PALMER, W. P., with Arndt - Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

PARKER, FRED W., JR., with Timken - Detroit Axle, Division of Rockwell Spring & Axle Company as executive vice - pres. since 1953. Born in Chicago, Apr. 26, 1905. Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken - Detroit Axle Co. as student engr.

PARKER, PHILIP D., with Lamp Div., General Electric Co., as gen. sales mgr. since July 1, 1947. Born in Springfield, Mass., Mar. 25, 1892. Entered automobile business in 1916 at Harrison, N. J., with Edison Lamp Works of G. E. Co. as salesman.

THESE CLARK PRODUCTS



. . . transmissions, tractor drive units, axles, axle housings, fork-lift trucks, towing tractors and others . . . represent almost a half-century of achievement in automotive engineering. They are indicative of the ingenuity, ability and conscientious thoroughness of an organization whose sole aim has been to keep a step ahead in the usefulness and quality of its products.

No wonder manufacturers have found

. . . it's good business to do business with

CLARK EQUIPMENT

PRODUCTS OF CLARK . . . TRANSMISSIONS • DRIVING AND STEERING AXLES • AXLE HOUSINGS • TRACTOR DRIVES • LIFT TRUCKS • TOWING TRACTORS • ROSS CARRIERS • POWRWORKER HAND TRUCKS • EXCAVATOR CRANES • TRACTOR SHOVELS • ELECTRIC STEEL CASTINGS • GEARS AND FORGINGS

CLARK EQUIPMENT COMPANY, BUCHANAN, MICHIGAN

Other Plants: BENTON HARBOR • BATTLE CREEK *and* JACKSON, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

PATENGE, WALTER F., with Wohlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich. 1898. Mich. State College, B.E. Eng. Entered automobile business in 1923 at Lansing with Reo Motor Co. as draftsman.

PFEIFFER, JOSEPH, with Chrysler Corp. as dir. of purchases since 1947. Born Dayton, O., March 14, 1894. High school and night schl. Entered automobile business in 1917 at Dayton with Maxwell Motor Co. as clerk.

PHILLIPS, ASA R., with Auto Ventshade Co., as pres. and gen. mgr. since 1936. Born Soperton, Ga., Jan. 15, 1901. Georgia Normal, diploma bus. adm. Entered automobile business in 1921 at Atlanta, Ga., with Kelly-Springfield Tire Co. as salesman.

PIERSON, LOUIS W., with International Harvester Co. as asst. mgr. of sales, motor truck div. Born Hatton, N. Dak., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with International Harvester Co. as truck salesman.

PORTLOCK, MILES F., JR., with Federal Motor Truck Div., Federal Fawick Corp., as gen. sales mgr. since 1951. Born Norfolk, Va., Mar. 24, 1912. Fishburne Military Acad. Waynesboro, Va. Entered automobile business in 1950 at Detroit with Federal Motor Truck Co. as regional mgr.

PAUL, STEPHEN H., with Auto Specialties Mfg. Co. as general sales mgr. since 1950. Born Duquesne, Pa., Sept. 26, 1905. Illinois & Chicago Tech. Entered automobile business in 1935 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as inspector.

PHELPS, ARTHUR G., with Delco-Remy Div., GMC. Gen. Sales mgr. since 1936. Born Chicago, Oct. 11, 1891. Entered automobile business in 1912 at Dayton, O., with Dayton Engrg. Lab. Co. in prod. dept.

PIERSON, H. LYNN, with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

PIOT, LESTER W., with Chrysler Motor Parts Division, Chrysler Corp. as advertising and sales promotion manager since 1953. Born Charleroi, Pennsylvania, August 20, 1922. Wayne University, Lawrence Tech. Entered automobile business in 1946 at Detroit with Chrysler Corp. as district representative.

POTTER, WALTER N., with United Motors Service Div. of GM Corp. as gen. mgr. since 1941. Born in Omaha in 1894. Entered automobile business in 1919 at Detroit with United Motors Service.

PECKELS, MICHAEL F., with International Harvester as mgr. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

PEO, RALPH F., with Manzel Div. of Frontier Industries, Inc., Buffalo, since 1947. Pres. Frontier Ind., Inc. and Fairmount Tool & Forging, Inc. Born Rochester, N. Y., 1897. Rochester Institute of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co.

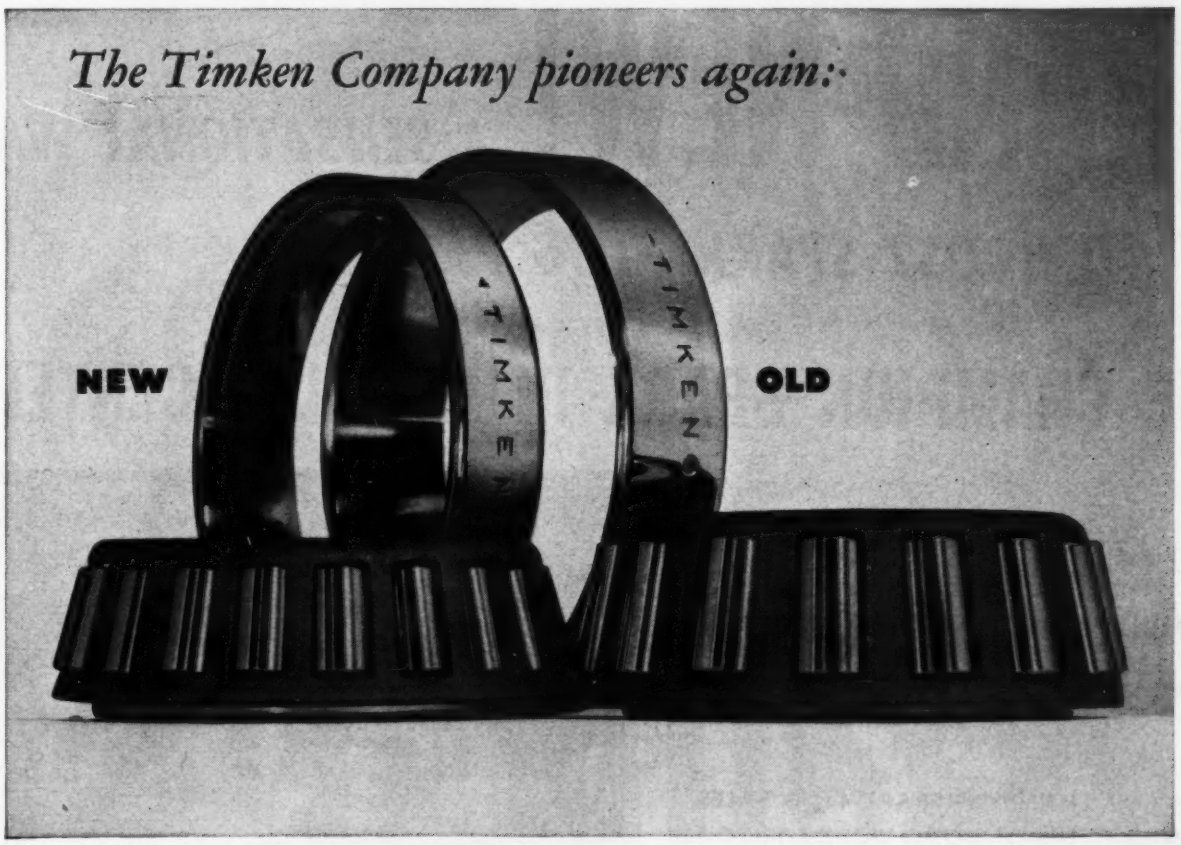
PEPPIATT, GUY S., with Federal - Mogul Corp. as president since 1950. Born Washtenaw County, Michigan, September 20, 1901. University of Michigan. A.B. degree. Entered automobile business in 1928 at Detroit with Federal-Mogul Corp. as accountant.

PERKINS, W. K., with International Harvester Co. as Staff Assistant to the Vice-President since Dec. 30, 1953. Born Pains Hollow, N. Y. Washington & Jefferson. Entered automobile business in 1925 at Pittsburgh, Pa., with International Harvester Co. as retail salesman.

PERRY, FOSTER N., with American Bosch Corp. as exec. vice-pres. since 1950. Born Westerly, R. I., Jan. 11, 1902. Haverford College and M.I.T. Entered automobile business in 1924 with American Bosch.

PETERSON, P. O., with Studebaker Corp. as exec. vice-pres. since 1951. Born Norway, Sept. 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor Co. as inspector. Joined Studebaker in 1919.

PETTENGILL, E. R., with Pontiac Motor Div. as adm. asst. since 1951. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business in 1925 as Central Office Cashier.



New TIMKEN® bearings for front wheels save money, space, weight

THE Timken Company announces two new front wheel tapered roller bearings, substantially smaller in size, yet with ample load-carrying capacity for over 85% of today's cars. They save space, weight and money.

The new Timken® bearings cost less than the bearings previously used. They are substantially smaller in width and outside diameter. They are more than 25% lighter.

This is the latest achievement of Timken Company research and engineering, which have pioneered many important advances in steel, surface finish and design of tapered roller bearings.

CUTS COSTS

The new design of these Timken bearings can save you money in more ways than one. With proper engineering, the bearing spread may be reduced. This means both hub and spindle can be shorter and less costly to machine.

Being smaller, the new Timken bearings take less lubricant. Both hub cap and seal will be smaller—and less expensive.

Taken individually, these savings are small. Added to the saving per car set in bearing cost, they become substantial.

CUTS UNSPRUNG WEIGHT

Reduction in bearing size brings reduction in space needed and weight. The hub, hub cap, inner seal, lubricant and spindle can all weigh less. Taken along with a .46-pound weight saving per car set in the bearings themselves, it's a worthwhile contribution to smooth riding.

If you haven't seen the new Timken bearings yet, call your Timken Company representative, or write: The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

TIMKEN is number 1 for VALUE where value counts most...in the vital zone

TRADE MARK REG. U.S. PAT. OFF.

NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

AUTOMOTIVE NEWS FAMILY ALBUM

POWER, WILLIAM G., with Chevrolet Div. of General Motors Corp. as adv. mgr. since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

PRASS, MARC R., with Chrysler Div., Chrysler Corp., as dir. of serv. since June, 1953. Born South Bend, Ind., Jan., 1919. B.S. Yale Univ., 1941. Entered automobile business with Chrysler Corp. Eng. Div., 1941.

PRICE, HICKMAN, JR., with Willys-Overland Export Corp. as pres. and dir. Born Nashville, Tenn., Aug. 14, 1911. Philips Exeter Acad., Columbia Univ. Entered automobile export business in 1945 as vice-pres. and dir. of Kaiser-Frazer Corp. With Willys-Overland since 1952.

PURDY, LEWIS J., with Dodge Div. of Chrysler Corp. as vice-pres. and gen. mgr.-trucks since Sept., 1951. Born Adrian, Mich., Feb. 12, 1895. Entered automobile business in 1910 at Detroit with Packard Motor Car Co. as apprentice.

QUINN, ED C., with Chrysler Div., Chrysler Corp. as gen. mgr. since Sept. 1951 and vice-pres. Chrysler Corp. since 1953. Born Detroit, Mich., Dec. 15, 1903. Entered automobile business in 1919 with Studebaker in Detroit. With Chrysler Corp. since 1934.

POWERS, RAY P., with Packard Motor Car Co. since 1953 as vice-pres. of mfg. Native of Janesville, Wis., he entered the automobile business in 1922 as an apprentice tool maker with the Townsend Tractor Co. He has been a mfg. exec. since 1927.

PRICE, ARTHUR E., with Kent-Moore Organization, Inc., as vice-pres., spec. accts. Born Fond du Lac, Wis., Feb. 27, 1893. H. S. and extension courses. Entered automobile business in 1911 at Racine, Wis., with Mitchell-Lewis Motor Car Co. as cost clerk.

PROSSER, WILLIAM B., with Perfect Circle since 1925. Vice-pres., gen. mgr. since July, 1951. Born in Canada, Mar. 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesman.

PUTTERMAN, BENJAMIN, with Yankee Metal Products Corp. as pres. since 1946. Born Poland, 1891. Entered automobile business in 1915 at New York City with American Auto Lamp Co. as partner.

QUINN, JOSEPH D., with Automotive Body Div., Chrysler Corp., as prod. mgr. since Dec., 1953. Born Nov. 12, 1904, Depot Harbor, Ont., Canada. With Briggs Manufacturing Co. from 1927 through 1953, entered automobile business in 1925 with Murray Mfg. Co. in time study department.

RAGSDALE, EDW. T., with Buick Div., GM Corp., gen. mfg. mgr. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.

RAUSCH, RAYMOND R., exec. vice-pres. and dir. of Willys Motors Inc. and vice-pres. of Kaiser Motors Corp. Born March 4, 1894 in Cleveland, O. Case Tech. High School, Detroit. Entered automobile business in 1907 in Canton, O., with Timken Axle Co.

RAVIOLO, VICTOR G., with Ford Motor Co., eng. staff, exec. eng., eng., since June, 1952. Born New York City, June 20, 1914. Entered automobile business in 1932 at Detroit as draftsman for Chrysler Corp.

RAY, J. CHESTER, with United States Rubber Co. as exec. asst. to gen. mgr., tire div. since 1951. Entered automobile business at Pittsburgh with U. S. Rubber Co. as stockroom boy in 1922.

RAYMOND, NEIL C., with A. S. Campbell Co., Inc., East Boston, Mass., as pres. since 1940. Born in Gladwin, Mich., June 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor as machinist.

REAGAN, J. E., with Elco Lubricant Corp. as pres. since 1945. Born Pittsburgh, Pa. Entered automobile business in 1917 at Canton, O., with Timken Roller Bearing Co. as service engr.

REED, TOD, with Ruthrauff & Ryan, Inc., as vice-pres., Detroit mgr. since 1948. Born in Minneapolis, Minn., Jan. 16, 1903. Univ. of Mich. Entered automobile business in 1925 at Los Angeles with Hupmobile distributor as salesman.

BRAND-NEW! A SENSATIONAL WAY

TO BOOST SPARK PLUG PROFITS!

THE CHAMPION SPARK PLUG SALES CENTER!

ATTRACTS CUSTOMERS

BUILDS SALES • MAKES EVERY

EMPLOYEE A SPARK PLUG EXPERT!

The new CHAMPION SPARK PLUG SALES CENTER is ready to GO TO WORK FOR YOU after controlled testing in service stations and car dealerships. Dealers in the 15-month test tell us the SPARK PLUG SALES CENTER:

- **Jumped spark plug sales 30 to 100 per cent.**
- **Allows more profitable checking and cleaning charge.**
- **Guides inexperienced employees.**
- **Departmentalizes spark plug operations.**
- **Helps sell other under-the-hood items.**

SEE YOUR WHOLESALER NOW!

SPECIFICATIONS

- **Heavy steel construction, glossy baked enamel.**
- **70 inches high by 20 inches deep by 42 inches wide. Approximately 120 pounds.**
- **Fully illuminated by 36-inch fluorescent fixture.**
- **Accommodates 500-600 Series Service Units.**
- **Holders for gasket assortment and tools, tool compartment with lock.**

CHAMPION

SPARK PLUGS

GREATER VOLUME • FASTER TURNOVER • GREATER PROFITS

AUTOMOTIVE NEWS FAMILY ALBUM

REESE, C. J., with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup. Joined Continental Motors in purchasing dept., 1931.

RICE, W. B., with Plymouth Div. of Chrysler Corp. as dir. of service since 1944. Born Ionia, Mich., April 19, 1891. High school. Entered automobile business at Lansing, Mich., with Oldsmobile as stock chaser, prod. and engrg.

RIGGS, THOMAS J., JR., pres. F. L. Jacobs Co. With F. L. Jacobs Co. since Jan., 1953. Born June 1, 1916, Logan, W. Va. B.S. in Metallurgical Engrg. from Univ. of Illinois.

RISING, FRANK W., with Automotive Parts Manufacturers Assn. as gen. mgr. since 1940. Born Kansas City, Mo., 1902. Kansas U. A.B. degree. Entered automobile business in Feb., 1940 at Detroit with APMA as gen. mgr. Mich. W.L.B. Manpower Com.

ROBERTSON, GORDON H., with Acme Quality Paints, Inc., as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto, B.A.Sc. Entered automobile business in 1926 at Cleveland with Sherwin-Williams Co., Cleveland, O., as chem.

REESE, ELDRIDGE W., with Reo Truck Leasing, Inc. (subsidiary of Reo Motors, Inc.) as vice-pres. and gen. mgr. since Jan., 1953. Born Groesbeck, Tex., Oct. 13, 1895. Univ. of Alabama. Entered automobile business in 1919 at Memphis with Drive It Yourself Co. as mgr.

RICH, ELMER, with Simoniz Co. as chairman since 1952. Entered automobile business in 1910 at Chicago with Simoniz Co.

RILEY, EDWARD, with General Motors Corp., as vice-pres. since 1942 and gen. mgr. Overseas Oper. div., since 1941. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

ROBERTSON, DELMAR D., with Dana Corporation as director of sales since 1954. Born Chicago, Ill., July 31, 1904. Georgia Inst. of Tech. B.S. mech. eng. Entered automobile business in 1928 at Philadelphia with Wilkening Mfg. Co. as eng.

ROBINS, THOMAS JR., with Hewitt-Robins, Inc. as pres. since 1935. Born New York City, Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres.

REESE, WM. D., mgr. of engrg., motor truck div., International Harvester Co. since Dec., 1943. Born Middletown, N. Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined International Harvester, 1934.

REEVES, ALFRED, born in Brooklyn, N. Y., 1875, Brooklyn High. Forty years with Automobile Manufacturers Association (formerly National Automobile Chamber of Commerce); 26 years as gen. mgr.; advisory vice-pres. since 1939; mgr., National Automobile Shows since 1932. Entered automobile business in 1904 as pioneer Automobile Editor of the "New York Mail and Express."

REID, J. S., with Standard Products Company as president and chairman of the board. Born Yazoo County, Mississippi, 1894. University of Louisville, M.D. degree. Entered automobile business in 1920, inventor of the Easy-on bayonet type automobile gas tank cap. Founded Standard Products in 1928.

REILLY, EDWARD J., with Harrison Radiator Division, General Motors Corp. as general sales manager since 1952. Born Buffalo, N. Y., January 6, 1915.

RENNER, JOHN E., Lincoln Engineering Co. Gen. sales mgr. since 1951. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

RHAME, PAUL W., gen. mgr., New Departure Div., GM Corp. since Jan. 1, 1953. Born Minneapolis, 1895. Graduate of Coll. of Engrg., Univ. of Minn., M.E. degree. Entered automobile business in 1923 with AC Spark Plug Div.

RHOADES, THOMAS P., with Hudson Motor Car Co. as director of public relations since 1949. Born Indianapolis, Ind., Feb. 27, 1908. Butler Univ. Automobile editor, Indianapolis News 1935-40.

jacobs

Engineering • Manufacturing • Service

AUTOMOTIVE NEWS FAMILY ALBUM

ROCHE, JAMES M., with Cadillac as gen. sales mgr. since July, 1950. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch, Chicago.

ROSS, NORMAN M., with Brown-Lipe-Chapin Division of General Motors Corp. as general manager since June, 1942. Born Cleveland, Ohio, April 30, 1894. Entered automobile business in 1911 at Cleveland with National Carbon Company.

ROW, EDGAR C., with Chrysler Corp. of Canada, Ltd., as pres. and general mgr. since Feb., 1951. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

ROWLAND, R. M., with DeSoto Div., Chrysler Corp. as dir. of merchandising since 1953. Born Lewiston, Ill., Aug. 4, 1890. Lombard Coll. Entered automobile business in 1914 at Detroit with Maxwell Motor Co. as chassis lecturer.

ROY, ROSS., pres. Ross Roy, Inc., advertising and sales counselling, founded in 1926. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

ROCHE, JOHN P., with Roche, Williams & Cleary, Inc., as pres. since 1926. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. OAX, ΦBK frats.

ROUBIE, KENNETH D., with J. W. Mortell Co. as Detroit Mgr. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S., M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as sales mgr.

ROWE, NORMAN A., vice-pres., The Allman Co. With Fruehauf Trailer, Co. as adv. mgr. since 1949. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

ROWOLD, HENRY with Mack Motor Truck Corp. as vice - pres. Born New York City, Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

RUDE, ALAN G., with Universal C.I.T. Credit Corp. as senior vice-pres. in charge of sales. Born Hawthorne, N. J., 1904. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C.I.T. Corp. of New York.

ROCKWELL, WALTER F., chmn. of the bd., The Acro Manufacturing Co. since 1953. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

ROCKWELL, WILLARD F., chmn. of the bd. of Rockwell Spring and Axle Co. Born Boston, Mar. 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.

ROEGER, O. A., with AP Parts Corp. as sales manager since January, 1954. Entered automobile business in 1933 with Western Auto Supply Company as manager.

ROESCH, KARL A., with White Motor Co. as gen. mgr., Coach and Aircraft Div. since 1951. Born Cleveland, Ohio, 1903. B.A. Ohio State Univ. Entered automobile business in 1928 as salesman with present company.

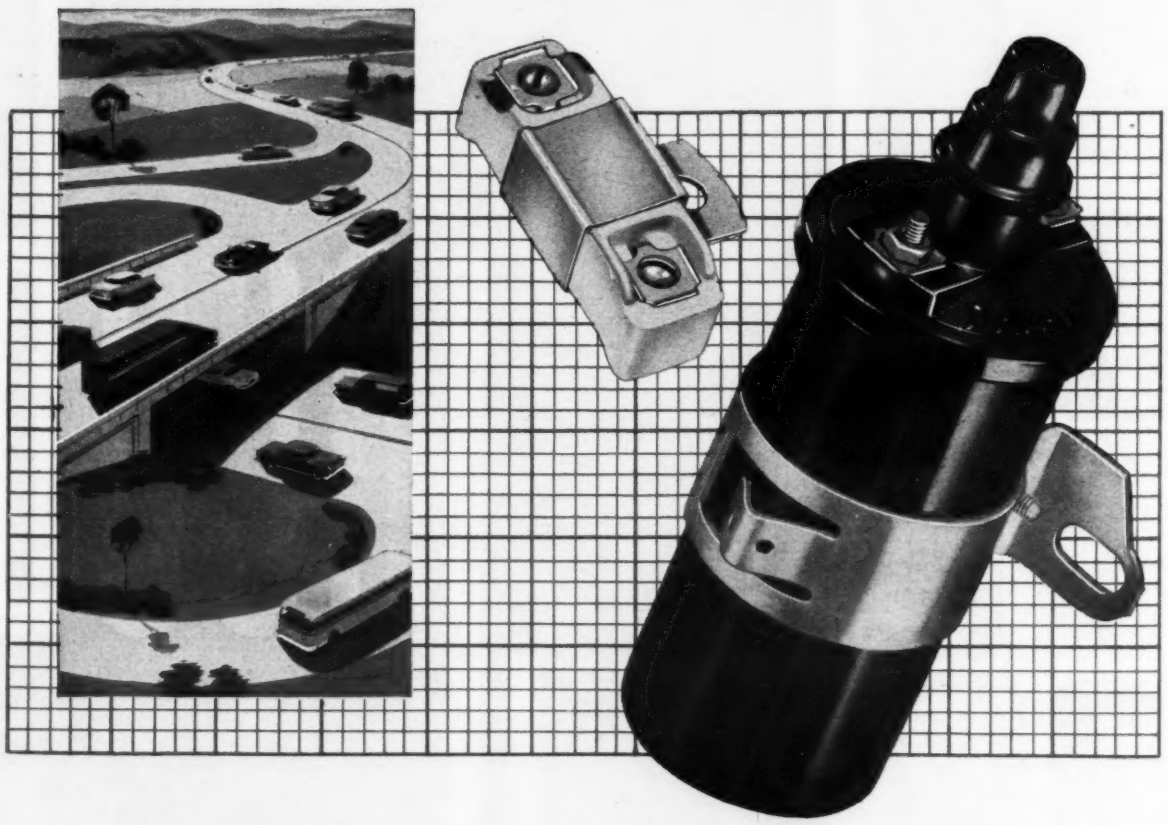
ROGERS, GOODLOE H., with American Forging and Socket Co. since 1934, pres. and gen. mgr. since 1944. Univ. of Michigan Entered automobile business with Oakland Motor Car Co.

ROHRBACH, JOHN F. D., with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co. as auditor and bus. consit.

ROMNEY, GEORGE, with Nash - Kelvinator Corp. since 1948, as exec. vice-pres. since 1953. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

Progressive Engineering

NEW IGNITION COIL WITH RESISTOR



Here at Delco-Remy, Progressive Engineering is a fixed principle, guiding us toward our constant objective—the development of improved automotive electrical systems and their components.

For an example of Progressive Engineering, take the special ignition coil and its companion resistor—two of the many specially designed units in the Delco-Remy 12-volt electrical system for passenger cars.

One of the most important advantages of the 12-volt system is its ability to deliver higher ignition voltage at all engine speeds. This gain is chiefly due to the new coil and resistor design. The 12-volt ignition system, as engineered by Delco-Remy, greatly accelerates energy build-up so that a high reserve of ignition voltage is maintained even with worn spark plugs and under difficult operating conditions. This improvement in ignition performance helps to make possible thousands of miles of smooth uninterrupted operation with newly developed engines of extra-high compression and horsepower.

A Progressive Engineering feature is the use of the series resistor in the primary circuit between battery and coil. By dissipating heat that would otherwise be generated in the coil, the resistor makes possible greater voltage output without an increase in coil

AUTOMOTIVE, TRACTOR AND MARINE ELECTRICAL EQUIPMENT

AUTOMOTIVE NEWS FAMILY ALBUM

RULE, RALPH G., with AP Parts Corp. as pres. since 1939. Born New York City, June 22, 1907. Tri-State Bus. Col. Entered automobile business in 1931 at Toledo, O., with Associated Parts, Inc., as credit mgr.

ST. AUBIN, MYRLE E., with General Motors Corp. as dir. of serv. sec. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Mich., A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

SARVIS, IVAN X., with Chevrolet Motor Div. as asst. gen. sales mgr. since Dec. 17, 1947. Born Rose Hill, Iowa. Entered automobile business in 1926 at Los Angeles with Chevrolet as representative.

SCHACH, HARVEY E., with Midland Steel Products Co. Sales mgr. Power Brake Div. since 1947. Born Cleveland, O., Apr. 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.

SCHIPPER, J. EDWARD, partner, Schipper - Webb Associates. Born Baltimore, Md. Graduate Webb Inst. of Naval Arch. and Marine Eng., B.S. Entered automobile industry at Detroit in 1928 as engrg. editor, Automotive Industries.

SAFFORD, HERMON F., with Ohio Rubber Co., A Div. of The Eagle - Picher Co. as pres. since 1951. Dir. since 1949. Vice-pres. and Dir. of The Eagle-Picher Co. since 1953. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

SANDBERG, F. EMIL, with Ford Motor Co., engrg. staff, as exec. engr. com. vehicles, since Sept. 10, 1953, previously chief truck engr. since 1949. Born Sweden, July 14, 1898. Entered automobile business in 1925 at Highland Park, Mich., as machinist with Ford Motor Co.

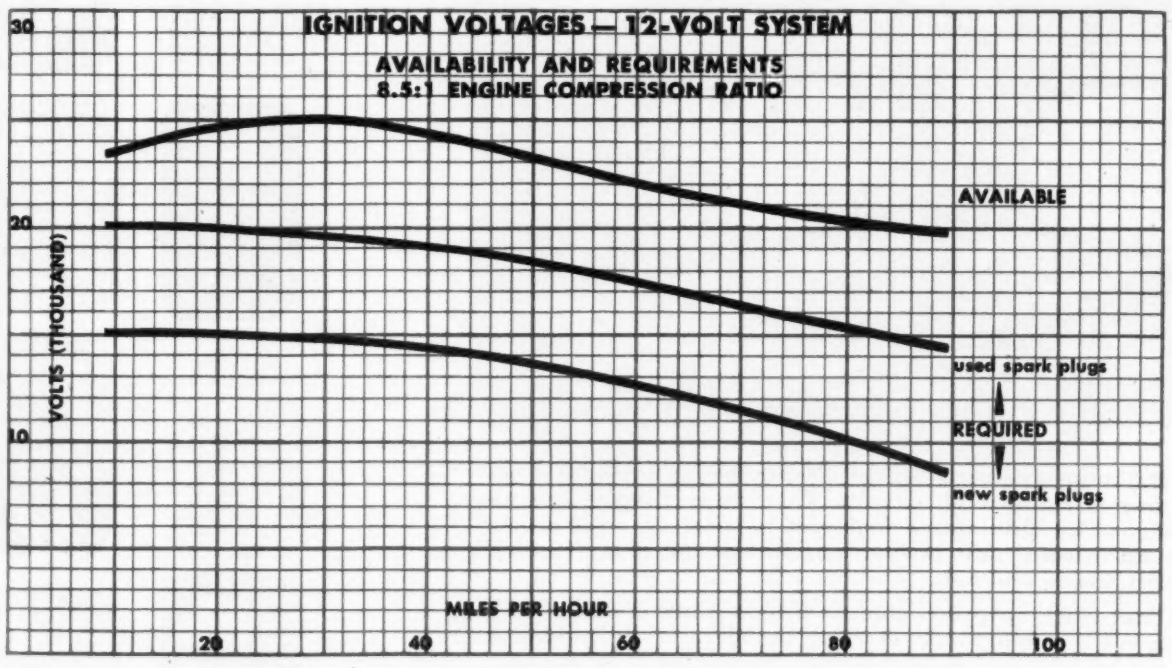
SCALES, RICHARD K., with Ethyl Corp. as dir. of research, automotive prod. since 1953. Born Newark, N. J., Aug. 12, 1906. Cornell, Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chem.

SCHAEFER, JOHN H., with Ethyl Corp. as vice-pres. chge. of mfg. dir. since 1943. Born Buffalo, N. Y., Feb. 19, 1902. Univ of Del., B.S., Mass. Inst. of Tech., M.S. Entered automobile business in 1926 with Ethyl Corp.

SCHMIDT, ERNEST R., app. vice-pres., chge. of mfg. of Budd Co., Jan. 1, 1951. Born Philadelphia, Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as timekeeper.

Makes the Difference

ASSURES HIGHER VOLTAGE AT ALL ENGINE SPEEDS WITH DELCO-REMY 12-VOLT SYSTEM



size. During cranking, the resistor is automatically by-passed, and the coil is connected directly to the battery. This makes full voltage available for ignition and thus helps to assure quicker, easier starts. As soon as cranking ends, the resistor circuit is restored for normal operation. Because of its constant-resistance characteristic, this resistor protects the distributor contact points from excessive current at low temperatures.

It is through such Progressive Engineering that Delco-Remy succeeds in being always abreast—usually ahead—of developments in the automotive industry. Whenever the need arises for further advances in electrical equipment, count on Delco-Remy to be ready.

Delco-Remy

DIVISION, GENERAL MOTORS CORPORATION, ANDERSON, INDIANA

AUTOMOTIVE, TRACTOR AND MARINE ELECTRICAL EQUIPMENT

SCHNEIDER, C. L., Fruehauf Trailer Co. as vice - pres., charge of sales since 1950. Born in Indianapolis, Ind., June 9, 1901. Univ. of Detroit, 1920. Entered automobile business at Detroit with Packard Motor Car Co. as draftsman.

SCHULTHEIS, EVERETT M., with Clark Equipment Co. since 1936 as vice - pres. since 1947. Born Seymour, Ind., Aug. 4, 1893. Entered automobile business in 1908 at Indianapolis with Nordyke & Marmon Co. as shop apprentice.

SCHUMACHER, WILLIAM C., with International Harvester Co. as vice - pres., Motor Truck Div. since May, 1953. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

SCHUMANN, JOHN J. JR., with General Motors Acceptance Corp. as pres. since 1929. Entered automobile business in 1919 at New York with General Motors Acceptance Corp. as mgr. finance sales dept.

SCULLY, FRANK P., with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 at Buffalo with Houdaille Co. as treas.

SEASE, FLOYD G., with Nash-Kelvinator Corp., Nash Motors Div., as asst. gen. sales mgr. since 1947. Born Newberry, S. C., Dec. 3, 1898. Univ. of S. C. Entered automobile business in 1921 at Columbia, S. C., with Du-Pre Auto Co. as office mgr.

SEATON, MORGAN J., sales prom. mgr., Oldsmobile Div. Joined GM in 1930 and Oldsmobile in 1933 in sales prom. dept. Born in Detroit, Apr. 22, 1909. Educated Detroit public schools.

AUTOMOTIVE NEWS FAMILY ALBUM

SEEM, DONALD B., with Electric Auto-Lite Co. as vice-pres. and dir. of adv. since 1953. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A. B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

SEIDEL, ROBERT K., with Nash - Kelvinator as parts plant mgr. since 1942. Born Linton, Ind., Dec. 18, 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as service mgr.

SEYFFER, CHARLES J., with Ford Division, Ford Motor Company, as assistant general sales manager, dealer relations, since 1953. Entered automobile business in 1914 at New York with Ford Motor Company as district sales manager.

SHAFFNER, W. LAURANCE, with Fleet Sec., GM Corp., as dir. fleet sec. since 1946. Born Lansdowne, Pa., 1891. High school and business college. Entered automobile business in 1922 at Pontiac, Mich.

SHANK, JOHN A., with Electric Auto-Lite Co., as sales mgr. Parts & Serv. Div. since 1917. Born in Wood Co., O., in 1890. Tri State Business Coll. Entered automobile business in 1914 in Toledo, O., with Electric Auto-Lite Co. as assm.

SEIBERLING, J. P. with Seiberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law Schl., LL.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

SETTLE, BEN B., with Dodge Div., Chrysler Corp., as director of service since 1941. Born Bowling Green, Ky., Nov. 16, 1897. Entered automobile business in 1916 with Dodge Bros. as final road tester.

SHAEFFER, GEORGE D., with Gar Wood Industries, Inc., as vice-pres., dir. of engrg. since 1945. Born Paulding, O., 1896, Ohio Northern Univ., B. S. M. E. degree. Entered automobile business in 1938 at Detroit with Gar Wood Industries as chief engr. road machinery div.

SHALLBERG, GUSTAVUS A., with Borg-Warner as chmn. of exec. committee. Born Moline, Ill., 1876. Univ. Mich., LL.B. Entered automobile business in 1915 at Moline with Borg & Beck Co. as gen. counsel.

SHELDON, ROBERT, with Automotive News as associate editor since 1953. Born Detroit, Michigan, March 4, 1926. Wayne University. Detroit Free Press and Stars & Stripes, European Edition, 1942-52. Entered automobile business in 1952 at Detroit with Automotive News as staff writer.

SHERER, JOSEPH S., JR., with Reo Motors, Inc., as pres. and gen. mgr. (also dir.) since 1948. Born Aurora, Ill., Feb. 20, 1900. U. S. Naval Acad., Mass. Inst. of Tech., B.S. degree. Entered automobile business in 1926 at Pontiac with Oakland Motor Car Co. on special assignment.

SHIELDS, JOHN H., with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp. as time study mgr.

SHIRLEY, C. H., with United States Rubber Co. as advertising manager, tire division. Born Newark, N. J., on Sept. 9, 1909. Colgate Univ., A.B. Entered automobile business in 1944 at New York with U. S. Tires, U. S. Rubber Co., as adv. asst.

SIMPSON, WALTER H., gen. mgr. of Ford Motor Co.'s Parts and Equipment Mfg. Div. Born in Clinton, Mich., Sept. 25, 1904. Alumnus of Univ. of Michigan. Joined Ford Motor Co. at the Highland Park plant in 1930.

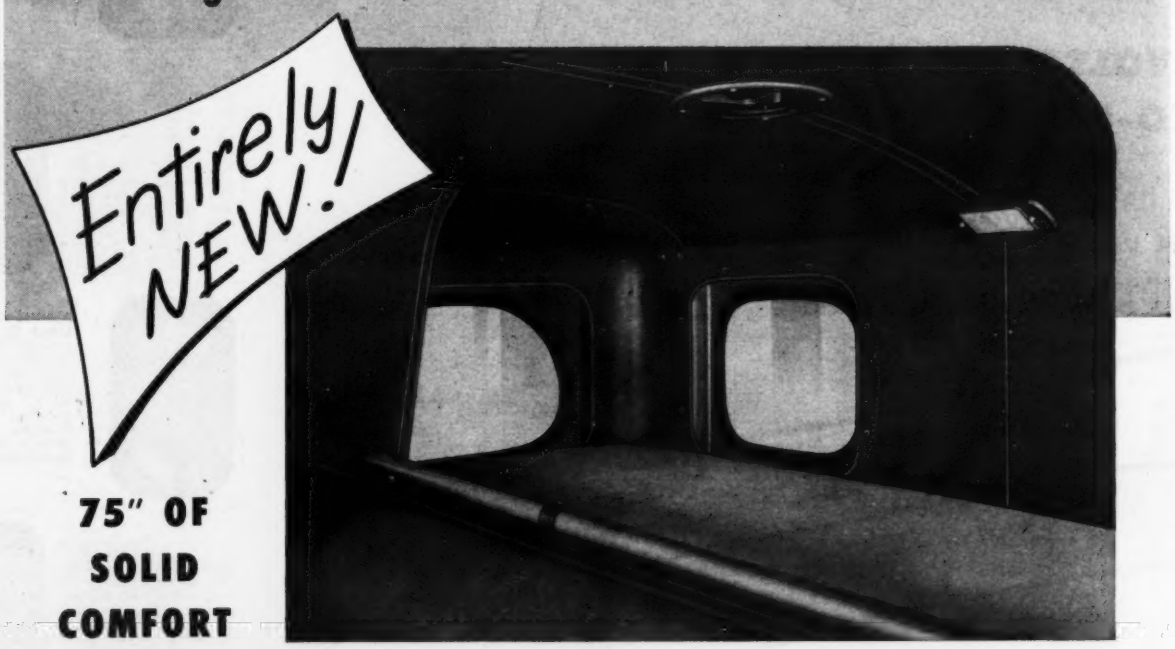
SINGER, RUSSELL E., with American Automobile Assn. as exec. vice-pres. since 1936. Entered American Automobile Assn. in 1924 in Washington, D. C., as asst. secy.

SKINNER, SHERROD E., vice-pres. GM Corp. since 1942, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst. Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr., Ternstedt div.

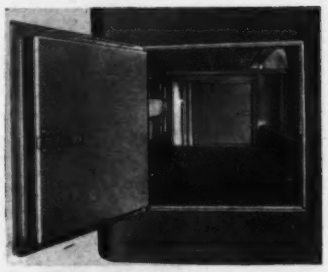
SLACK, FRED W., with Engineering Div. of Chrysler Corp. as exec. engr., chassis design since 1952. Born in Detroit, Mich., in 1889. Central Inst., Cleveland. Entered automobile business in 1904 at Detroit with Packard Motor Car Co. as draftsman.

SLEEPER CABS FOR MODERN TRUCKS

featuring NEW STYLING...COMFORT...CONVENIENCE



75" OF SOLID COMFORT



A large locked storage space (under the berth) of nearly 25 cu. ft. for tools, luggage or packages is reached through flush type doors on either side.

Meets all I. C. C. Regulations

A Pullman-type berth in the sleeper section provides a new degree of comfort for drivers. This latest Sleeper Cab was designed by automotive engineers to meet an obvious need for an integral unit having matched design plus "factory" finish, inside and out.

At last truck operators can get Sleeper Cabs styled to compliment the smart lines of today's modern truck cab design.

By extending a standard (or C.O.E.) cab 30" a sleeping compartment is formed directly back of the driver's seat. Easy to enter or leave while the truck is in motion.

The smooth flowing cab lines blend into the rear structure making one integral unit of solid, welded steel. Sound deadening material mutes noise—welded steel risers and roof bows give maximum strength and prevent rattles.

The deep berth is fitted with a luxurious 1-piece inner spring mattress. The interior is completely lined and finished to match the cab. A roof grille, ventilator, two side and two rear windows, and a dome light are standard equipment.

How to Order: Dealers may specify on their chassis orders to the manufacturer's distribution department that chassis are to be delivered to Automotive Industries Inc., Owendale, Mich. for the dealer's account. At the same time the dealer should order the Sleeper Cab from Automotive Industries and supply any information that would tend to expedite the completion of the unit.

AUTOMOTIVE INDUSTRIES INCORPORATED
OWENDALE, MICH.

AUTOMOTIVE NEWS FAMILY ALBUM

SLOAN, ALFRED P., JR., with General Motors as chmn. of bd. Born in New Haven, Conn., in 1875. Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J., with Hyatt Roller Bearing Co. as draftsman. With GM since 1918.

SOHNGEN, LOUIS C., with The Las-Stik Mfg. Co. as pres. Born Hamilton, Ohio, Jan. 12, 1894. Univ. of Pa. Founded present business in 1915.

SOMERVILLE, R. C., with Dodge Div., Chrysler Corp., as vice-pres. in charge of sales since March 16, 1953. Born Decatur, Ill., Aug. 31, 1896. Chrysler Conf. of Business Management and Alexander Hamilton Institute. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

SOMMERVILLE, ROBERT L., with Exide Automotive Division, The Electric Storage Battery Company, as general manager. Born Albany, N. Y., September 4, 1894. Rensselaer Polytechnic Institute, elec. engr. Entered automobile business in 1919 at New York City with The Electric Storage Battery Co.

SPEAKER, JOHN W., with J. W. Speaker Corp. as pres. founder and gen. mgr. since 1935. Born Vienna, Aus., June 25, 1903. Entered automobile business in 1935 at Milwaukee with J. W. Speaker Corp.

SMEAD, L. W., with Ford Motor Co. since 1921. Now gen. sales mgr. of the Ford div. Born in Washington, Ind.; attended George Washington Univ.

SOMERS, FRANK R., with Willard Storage Battery Co. as vice-pres. asst. to the president. Born Somerdale, O., 1893. High school, business extension. Entered automobile business in 1916 at Cleveland with W.S.B. Co. as asst. credit mgr.

SOMMERLAD, PHIL, with Thompson Products, Inc., as sales mgr., Domestic Service Sales since 1947. Born Lincoln, Neb., March 1, 1902. High school. Entered automobile business in 1918 at Lincoln, Neb., with Ford dealer as parts man.

SPATTA, GEORGE, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

SPENCER, GORDON Z., with Trico Products Corp. as sales-serv. mgr., replacement parts div. Born Buffalo, N.Y., Nov. 1, 1901. Colgate Coll., A.B. Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

SMITH, CHARLES J., with Monroe Auto Equipment Co. as dir. vice-pres. in charge of engrg. since 1945. Born in Sharon, Pa., in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

SMITH, GUY C., with Brooke, Smith, French & Dorrance, Inc., as secy.-treas. since 1917. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

SMITH, H. GORDON, with United States Rubber Co. as dir. and exec. vice-pres. Born Winthrop, Mass., in Aug., 1891. Harvard College, Harvard Grad. School Bus. Adm., A.B., M.B.A. Entered automobile business in 1917 at Detroit with U. S. Rubber Co. planning dept.

SMITH, J. THOMAS, with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

SNYDER, CARL J., with Chrysler Corp. as vice-pres. and operating mgr. since 1952. Born York, Pa., Nov. 29, 1896. Entered automobile business in 1918 at Detroit with Detroit Lubricator Co. as tool maker's apprentice.

SNYDER, RAYMOND A., with Sealed Power Corp. as sales mgr., Original Equipt. Div., since 1948. Born Glenshaw, Pa., on Jan. 24, 1903. Entered automobile business in 1923 at Muskegon, Mich., with Sealed Power Corp. as production engineer.

SOELCH, JOHN, with Studebaker as director of purchases since 1949. Born South Bend, Ind., on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp. as storeroom clerk.

More VICKERS® Pumps

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HYDRAULIC POWER STEERING

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As the sleek modern automobiles roll over the highway, more and more of them have hydraulic power steering. Power Steering has caught the interest of all motorists. Demand for it is rocketing.

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VICKERS Hydraulic Pumps

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AUTOMOTIVE NEWS FAMILY ALBUM

SPICER, DONALD H., with American Bosch Corp. as vice-pres. sales since 1952. Born New York City 1907. Graduate Inst. of Tech. Formerly pres. and gen. mgr. World Bestos since 1941. Entered automotive business in 1929 with Johns-Manville as research engineer.

STALEY, KENNETH E., with Chevrolet Div. of GM Corp. as asst. gen. sales mgr. since Sept. 1952. Born Western, Neb., Nov. 26, 1904. Univ. of Neb. Entered automobile business in 1929 as dist. rep., Chevrolet Omaha office.

STEELE, BRUCE K., with Plymouth Div., Chrysler Corp., as asst. gen. sales mgr. since 1947. Born New York City, March 2, 1893. Entered automobile business in 1919 at Syracuse, N.Y. with Franklin Automobile Co. as dist. clerk.

STERN, ARTHUR W., with Acme Quality Paints, Inc., as gen. sales mgr. refinishing sales since 1948. Born Morrison, Wis., Oct. 5, 1898. Entered automotive business in 1927 at Detroit with Acme as asst. sales mgr.

STICKEL, H. R., with Whitte Motor Co. as mgr. fleet sales and asst. to pres. since 1952. Born Carlisle Springs, Pa. Joined Pa. State Highway Dept. in 1919 and named dir. Motor Vehicle Bureau in 1930.

STACK, R. J., with National Automotive Fibres, Inc., as pres. since 1951. Born Cohoes, N. Y., Nov. 28, 1904. LaSalle Inst., Troy, N.Y. Entered automobile business in 1922 at Cohoes, N. Y., with Little Falls Fibre Co. as shipping clerk.

STANSBERRY, WARREN, with Anzick Manufacturing Company as partner. Born West Fork, Arkansas, July 17, 1907. Entered automobile business in 1927 with Dodge Bros. With the Budd Company 1928-1948.

STEPHENSON, J. O., pres. Stephenson Industries, Inc., formerly J. O. Stephenson Foundry & Manufacturing Co. Born Orleans, Ind., Aug. 7, 1910. Purdue and Ind. Univ. Entered automobile business in 1937 at Detroit.

STEVENS, BYRON F., with Van Auken, Ragland & Stevens as partner since 1944. Born in Chicago, Ill., March 26, 1903. Northwestern Univ. B.S. degree. Entered automotive advertising business in 1932 at Chicago with Van Auken, Ragland, Inc., as copywriter.

STODDARD, HARRY G., with Wyman-Gordon Company as president since 1931. Born Athol, Massachusetts, September 13, 1873. Entered automobile business in 1911 at Worcester, with Wyman-Gordon Company as vice-president and general sales manager.

STOLL, GEORGE E., with Bendix Prod. Div., Bendix Aviation Corp.; vice-pres. and group exec.; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.

STOESSEL, RUDOLPH R., with Darubu, Ltd., as president since 1952; with Coachcraft, Ltd. as secretary-treasurer since 1940. Born Germany, April 17, 1907. Apprenticeship served in German Coachwork, Master Craftsman, Germany, 1922. Entered automobile business in 1922 in Germany with Auer Karvesorie as wood-worker.

STRANAHAN, R. A., pres. Champion Spark Plug Co. since 1910. Born Buffalo, N. Y., July 7, 1886. Harvard, A. B., 1908.

STRATTON, DON B., with Electric Auto-Lite Co. as vice-pres. since 1939. Born Howell, Mich., March 23, 1899. Univ. of Michigan, Elec. Engrg. degree. Entered automobile business in 1926 in Toledo, O., with Nagel Electric Co. as electrical engr.

STRICKLAND, SILAS A., with Bower Roller Bearing Co. as pres. since Feb. 18, 1932. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engr.

STRNAD, JAMES J., with Lempco Products, Inc. as president since July, 1953. Born 1925. Massachusetts Institute of Technology, B.S.E. degree. University School. Entered automobile business in 1946 at Bedford, Ohio, with Lempco Products, Inc. as chief engineer.

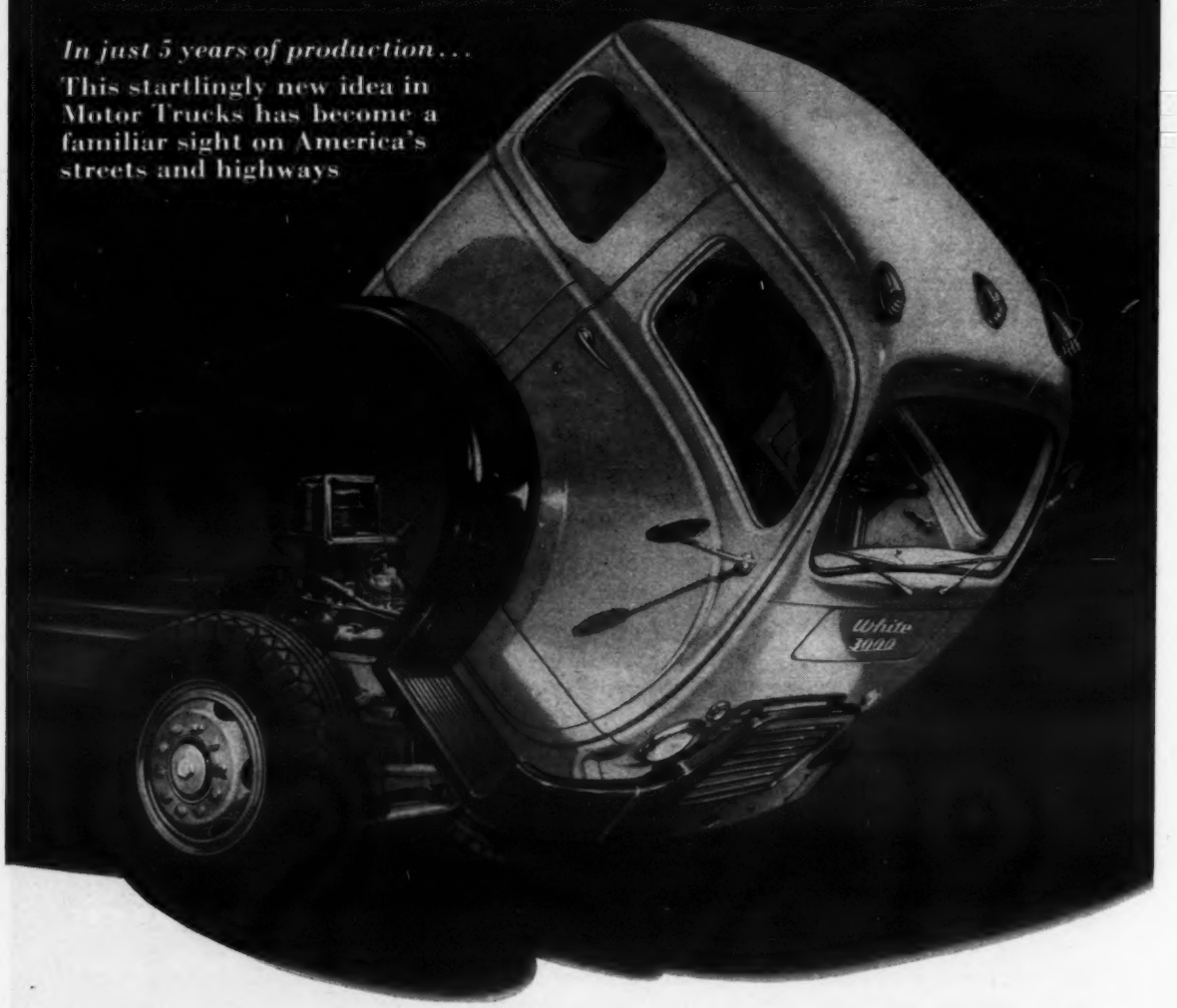
STRUBLE, ALLEN L., with Reo Motors, Inc., as vice-pres. in charge of sales. Born Michigan, Univ. of Michigan. Entered automobile business in 1915 at Alma, Mich., with Republic Truck Co. as auditor.

Have you looked into

TOMORROW'S TRUCK TODAY?

In just 5 years of production...

This startlingly new idea in Motor Trucks has become a familiar sight on America's streets and highways



5 YEARS AGO The White Motor Company introduced an entirely new type of truck—completely functional—designed to reduce delivery cost because it could do more work per day or per mile. So new and different, other manufacturers thought the White 3000 of little consequence, at the time.

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If you have not had the White 3000 demonstrated in your service—to see for yourself its ability to cut your delivery time and costs—call your White Representative today.

White 3000

THE WHITE MOTOR COMPANY

Cleveland 1, Ohio

For more than 50 years the greatest name in trucks

AUTOMOTIVE NEWS FAMILY ALBUM

SULLIVAN, RAY H., with Ford Motor Co. as vice-pres. and group executive. Born Stonington, Conn. Brooklyn Polytechnic Inst. Entered automobile business in 1923 with Ternstedt as consulting engr.

TAYLOR, REESE H., with Union Oil Co. of Calif. as pres. since October, 1938. Born Los Angeles, Calif., July 6, 1900. Public schools, Cornell Univ., Univ. of Calif. Entered steel business in 1922 with Llewellyn Iron Works.

TEETOR, DON H., with Perfect Circle as vice-pres. chge. of sales since 1944. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.

TEETOR, LOTHAIR, with Perfect Circle as chmn. of board since 1946. Asst. Secy. of Commerce Domestic Affairs since Oct. 6, 1953. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delta Theta fraternity. Entered automobile business in 1920 at Hagerstown with present company.

TELFORD, ROBERT J., with Reo Motor Co. of Canada, Ltd., as vice-pres. and gen. mgr. since 1938. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

SWIGERT, ARTHUR M., with Universal Products Co. as vice-pres. in chge. mfg. since 1948. Born Mar. 13, 1902. Entered automobile business in 1930 at Detroit with Chrysler Corp.

TEETOR, DANIEL C., with Perfect Circle since 1928. Vice-pres. since 1943. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and traveling trouble-shooter.

TEETOR, HERMAN C., with Perfect Circle as adv. mgr. since 1946. Born Hagerstown, Ind., 1905. High school, Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

TEETOR, RALPH R., with Perfect Circle as pres. since 1946. Born Hagerstown, Ind., Aug. 17 1890. Univ. of Pa., B.S. in M.E., M.E. Entered automobile business in 1913 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and piston rings.

TERRY, M. B., with American Brakeblok div. as president since June, 1953. Born Brooklyn, Nov. 20, 1905. Entered automobile business in 1926 in New York City with Radiator Specialty Co. as sales rep.

SYLVESTER, CHESTER F., with Packard Motor Car Co. since 1953 as western sales manager. Born New York City, January 7, 1913. Entered auto business at New York with Chrysler in 1935.

TALLBERG, VALENTINE Y., with Ford Motor Co., Engineering Staff, as Executive Engineer, Administrative Engineering Office, since 1950. Born Sweden, June 12, 1901. Technical Institute at Sala, Sweden, Mechanical Engineering. Entered automobile business in 1922 at Detroit as draftsman for GM Ternstedt Division.

TAPSCOTT, CHARLES C., with McQuay-Norris Mfg. Co. as vice-pres. since 1950. Born Hiawatha, Kans., 1898. U. of Ill., A.B. Entered automobile business in 1922 at St. Louis with McQuay - Norris Mfg. Co., as asst. adv. mgr.

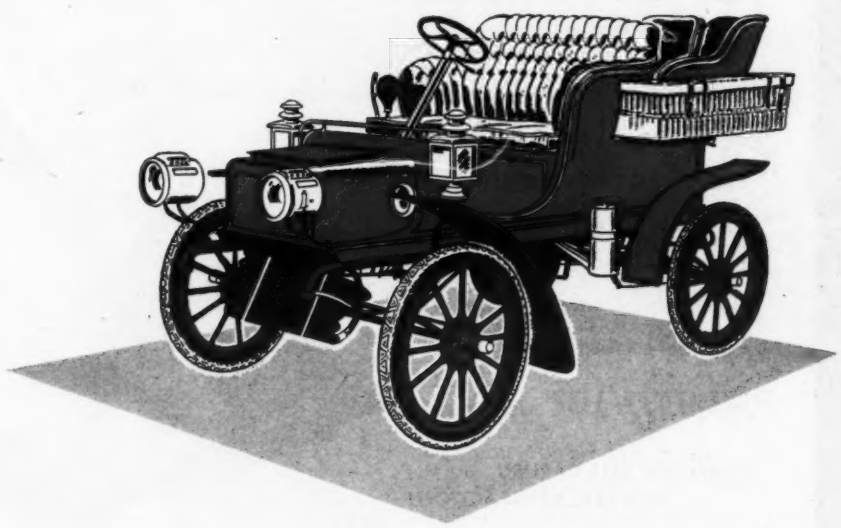
TAUP, MILTON J., Vickers Inc., as mobile products sales mgr. since 1950. Born in Detroit on Oct. 17, 1907. Albion College, A.B., Univ. of Mich., B.S. Aeronautical Engineering. Entered automobile business in 1934 at Detroit with Briggs Mfg. as engr.

TAYLOR, ELLIOTT, with Pacific Finance Corp. as vice-president and assistant to the president since March, 1954. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

TAYLOR, GEORGE M., with The Carlife Guaranty as partner since 1934. Born Detroit. Entered automobile business in 1912 at Detroit with Hanley - Dawson as sales mgr.

TAYLOR, HAROLD M., with Firestone Tire & Rubber Co. as vice-pres., mfrs. sales since Jan. 1953. Born Denver, Colo., 1895. Public business college. Entered automobile business in 1915 at Detroit.

Leadership *through the years...*



The superb leadership of the automotive industry in both manufacturing and merchandising has developed the automobile from the motored buggy to the sleek, mass produced car of today. The Reynolds & Reynolds Co. has kept pace with this rapid development by supplying hundreds of sales aids, and operating systems that build and protect automobile dealers' profits.

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CELINA, OHIO

OFFICES IN PRINCIPAL CITIES

AUTOMOTIVE NEWS FAMILY ALBUM

THOMAS, CECIL B., with Chrysler Corp. as pres. Export Div. since 1942. Elected vice-president, Chrysler Corp. in 1952. Born Gibsonburg, O., Oct. 12, 1894. Entered automobile business in 1917 in Jackson, Mich., with Briscoe Motor Co.

THOMAS, EDWIN J., with Goodyear Tire and Rubber Co., since 1916, pres. since 1940. Born Akron, O., April 27, 1899, Akron Univ.

THOMAS, ULYSSES L., with Engrg. Div. of Chrysler Corp. since 1927 and as exec. engr., body engin., since 1952. Born Beardstown, Ill., Dec. 23, 1891. Entered automobile business in 1910 with Regal Motor Car Co. as draftsman.

THORESON, W. H., with Hudson Motor Car Co. as dir. of overseas operations since 1950. Born in Norway June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

TILBROOK, JAMES N., with Delco Products Division, General Motors Corp., as general sales manager since 1948. Born Pitcairn, Pennsylvania, August 18, 1905. Carnegie Tech, B. S. degree. Entered automobile business in 1927 at Anderson, Indiana, with Delco Remy Division.

THOMAS, DAVID O., with Bendix - Westinghouse Auto Air Brake Co. as president since 1942. Born Johnstown, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs - Seabury Ordnance Corp. as shop clerk.

THOMAS, ROBERT M., with Perfect Circle as sales mgr. of mfrs. sales since Nov. 1, 1943. Born Pittsburgh, Pa., 1899. Cornell Univ. and Carnegie Inst. of Technology. Entered automobile business in 1932 in Hagerstown Ind., with Perfect Circle as secy. and gen. mgr. of Perfect Circle Co., Ltd.

THOMPSON, IRVINE W., with Chevrolet Motor Div. as gen. parts and access. mgr. since 1947. Born Baltimore Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md., with Chevrolet Motor Div. as mechanic.

THORNHILL, JOHN L., with Ross Roy, Inc. as vice-pres. in charge of Dodge Truck account since 1952. Born Cleveland, O., June 17, 1916. Univ. of Mich., A. B. Entered automobile business in 1940 with Ross Roy, Inc. as copy writer.

TILT, CHARLES A. with Diamond T Motor Car Co. as chmn. of bd. since Jan., 1946. Born Chicago, Ill., June 28, 1877. Chicago Univ. and priv. schls. abroad. Entered automobile business in 1905 in Chicago, Ill., with Diamond T Motor Car Co. as founder.

TISCORNIA, JAMES W., with Auto Specialties Mfg. Co. as president and general mgr. since 1908. Born San Andraes, Calif., Nov. 15, 1886. Entered automobile business in 1908 at Chicago with Auto Specialties Mfg. Co. as co-founder.

TISCORNIA, WALDO V., with Auto Specialties Mfg. Co. as exec. vice - pres. and asst. gen. mgr. since 1917. Born San Andraes, Calif., March 25, 1891. Entered automobile business in 1917 at St. Joseph, Mich., with Auto Specialties Manufacturing Co. as asst. gen. mgr.

TOMLINSON, EMMETT F., with The B. F. Goodrich Co. as vice-pres. equipment sales, tire and equipment division since 1953. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

TOMLINSON, W. L., with Pittsburgh Plate Glass Co. as manager Automotive Glass Sales since 1949. Born Oakmont Pennsylvania, Sept. 17, 1907. Carnegie Institute of Technology. Entered automobile business in 1928 with Pittsburgh Plate Glass Company.

TOOKER, JOHN C., with Reo Motors, Inc., as vice-pres. and asst. to pres. since 1949. Born Detroit, Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

TOWLE, H. LEDYARD, director, Color Engrg., Pittsburgh Plate Glass Co. Pratt Institute. Adelphi Coll., Art Students League of N. Y. Entered automobile business in 1924 in N. Y. City with Du Pont as First Dir. of Duco Color Adv. Serv.

TRAINER, J. E., with The Firestone Tire & Rubber Company as Executive Vice - President since Jan., 1954. Born in New York City September 16, 1895. Graduated from Pratt Institute, Electrical Engineering. Entered rubber business in 1939 at Akron, Ohio, with The Firestone Tire & Rubber Company.

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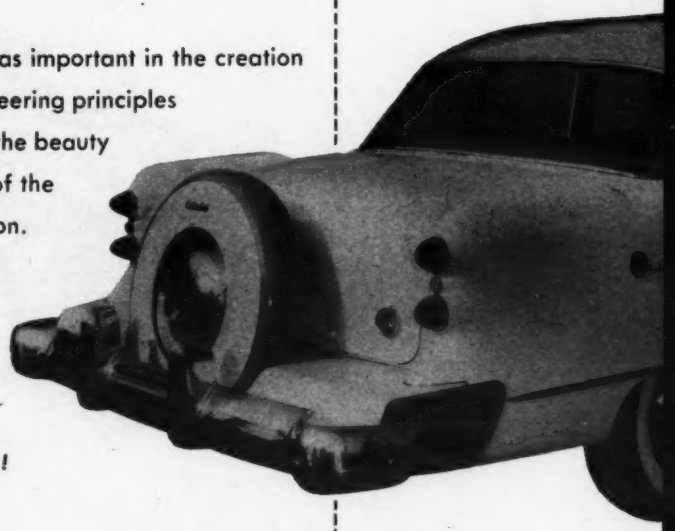

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AUTOMOTIVE NEWS FAMILY ALBUM

TRESE, R. H., with Timken - Detroit Axle Co. since 1918 and as vice - pres. since 1940. Born 1897. Entered automobile business in 1916 at Jackson, Mich., with Jackson Automobile Co. in sales and adv. dept.

VALPEY, F. RUSS, with Standard Products Co. as vice-pres. since 1942. Born in Detroit, 1889. High school. Entered automobile business in 1914 at New York with Willys-Overland Co. as factory rep.

VANCE, HAROLD S., with Studebaker since 1910. Pres. since 1948. Born in Port Huron, Mich., Aug. 22, 1890. Entered automobile business in 1910 at Port Huron, Mich., with E.M.F. as mechanic.

VanDerzee, NORMAN K., with Hudson Motor Car Co. as vice-pres. in chge. of sales; with Hudson since 1933. Born Jersey City, N. J., June 29, 1898. Business college. Entered automobile business in 1916 in New York City, N. Y., with Chevrolet Motor Co.

VAUGHN, HAROLD G., with Muskegon Piston Ring Co. as pres. since Aug. 1953, vice-pres. since 1927. Born in Michigan, 1900. High school. Entered automobile business in 1920 at Muskegon with Sealed Power Corp. as tool and die maker.

TRESLAR, GLEN H., vice-pres. in charge of sales with Black & Decker Mfg. Co. since 1926. Entered automobile business in 1923 with Buffalo Machinery Sales Corp. Born Mehoopany, Pa., in 1898.

VAN BENSCHOTEN, JOHN, with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y. with John Van Benschoten, Inc.

vanderZee, ABRAM, with Chrysler Corp. as vice-pres. in chge. of sales since 1938. Born Jersey City, N. J., Aug. 18, 1893. Business Adm. Entered automobile business in 1914 in New York with Chevrolet Motor Co. as retail automobile salesman.

VAN TASSEL, JOHN B., with Automotive News as Dealer Business columnist since 1946. Born in Niagara Falls, N. Y. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as field analyst.

VEALE, GEORGE W., with Eaton Mfg. Co. as vice-pres. and gen. mgr. since 1940. Born Topeka, Kans., Jan. 9, 1887. High school, Emerson Inst. Entered automobile business in 1914 at Detroit, Mich., with Timken Detroit Axle Co. as asst. to factory mgr.

TRIANTAFILLU, HARRY, D., H. D. T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

TROENDLY, HARRY P., with Spring Div. Borg-Warner Corp., Bellwood, Ill., as pres. and gen. mgr. since 1953. Born McCook, Neb., Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill., with William D. Gibson Co. as research engr.

TROOST, GEORGE W., with Chrysler Corp. as vice-pres. since 1949. Born in Canaan, Vt., April 25, 1902. Univ. of Michigan, A.B. Entered automobile business in 1935 with Chrysler Corp., as asst. comptroller.

TROUT, CHARLES W., with Oneida Products Corp. as vice-pres. and dir. of sales since 1943. Born White Oak, Pa., Oct. 16, 1900. Syracuse Univ., B. S. degree. Entered automobile business in 1943 at Canastota, N. Y., with Oneida Ltd., School Bus Sales Div., as dir. of sales.

ULLMAN, WILLIAM with Automotive News as Washington editor since 1933. Born St. Joseph, Mo., Oct. 30, 1882. Portland, Ore., Univ. Entered automobile business in 1912 at Washington, D. C., with The Washington Herald as automobile editor.

URBAN, FRANK M., with United States Rubber Co. as sales mgr. Engineered Rubber Prod. Div. Born Chicago, Ill., Dec. 9, 1902. Northwestern Univ. Entered automobile business in 1929 at Chicago with U. S. Rubber as salesman.

UTLEY, ROY W., with DeSoto Div. of Chrysler Corp. as dir. of service since 1944. Born Raleigh, N. C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

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AUTOMOTIVE NEWS FAMILY ALBUM

VIVIAN, LLOYD R., Ditzler Color Div., Pittsburgh Plate Glass Co. as sales prom. mgr. since 1939. Born in Eagle River, Mich., 1890. Entered automobile business in 1933 at Detroit with Ditzler in sales dept.

WAGSTAFF, JAMES B., with DeSoto Div. of Chrysler Corp. as vice-pres. in chge. of sales since 1946. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper - Overland Co. as parts clerk.

WALKER, GORDON L., with Lincoln - Mercury Div. of Ford Motor Co., as mgr. of ind. rel. since Jan. 4, 1954. Born Burgaw, N. C., Oct. 1, 1913. Entered automobile business in 1945 at Dearborn, Mich. with Ford Motor Co. as mgr. of planning and analysis dept. of ind. rel. staff.

WALLACE, ROBERT C., with Diamond T Motor Car Co. as exec. engr. since Feb., 1947. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 at Indianapolis, Ind., with Stutz Motor Car Co. in serv. dept.

WARD, EARL G., with Ford Division, Ford Motor Company as general manager of Parts and Accessories Operations since 1948. Born Arlington, Illinois. Entered automobile business in 1948 at Dearborn, Michigan, with Ford Division.

VREDENBURG, DALE M., with Edwards Trailer Co. as sales mgr. since Apr., 1952. Born Shepherd, Mich., June 4, 1903. Univ. of Mich. Entered automobile business in 1923.

WALKER, GEORGE W., operating own business since 1929. Born Chicago, Ill., May 22, 1897. Sch. of Art; Otis Inst. of Los Angeles; John Huntington Poly. sch. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

WALKER, THEODORE F., with Kent - Moore Organization, Inc., as vice-pres. (mfg.) since March 17, 1949. Born Bloomfield, Ind., Oct. 14, 1911. High sch. Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

WALWORTH, WM. M., with Reo Motors, Inc., as vice-pres. in chge. engrg. since 1948. Born Lawrence, Mass., Mar. 19, 1904. Mass. Inst. of Tech., B.E. Entered automobile business in 1927 at Lansing, Mich., with Reo Motor Car Co. as lab. engr.

WARD, ELMER L., pres., Goodall-Sanford, Inc., Goodall Fabrics, Inc., and The Palm Beach Co. Born in Boston, Mass., Feb. 25, 1898. Became associated with Goodall-Sanford Mills in 1931.

WARNER, JOHN A. C., with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. in Mech. Sigma Xi, Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

WARREN, KENNETH W., with Federal Mogul Corp. as sales mgr. since 1946. Born Newark, N. J., June 13, 1902. Stevens Inst. of Tech., M.E. Entered automobile business in 1926 at Detroit, Mich., with Continental Motors Corp. as engr.

WATERFALL, THORNTON E., with Parts Div., Chrysler Corp. as vice-pres. and gen. mgr. since 1948. Born Detroit, March 2, 1904. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

WATSON, C. FRED, with Studebaker Corp. since 1936; now sales prom. mgr. Born Muskegon, Mich. Univ. of Mich., A.B. and Bus. Adm. Entered automobile business in 1910 at Muskegon, Mich., with Continental Motors as cost acct.

WATSON, JAMES W., with Nash Motors as general sales mgr. since June, 1954. Born Marietta, O., Wharton Sch. of Univ. of Pa. Entered automobile business in Michigan and Indiana with Franklin Automobile Co. as serv. rep.

WEBB, FRANK, partner, Schipper-Webb Associates. Born Ypsilanti, Mich., Univ. of Mich., A.B. Entered automobile business in Kalamazoo, Mich., as adv. mgr., Roamer Motor Car Co.

WEBB, W. G., with Evans Products Co. as vice-pres. chge. Railroad Equip. div. since 1935. Born in Pontiac, Mich., Oct. 27, 1895. Detroit Coll. of Law. Entered automobile business in 1916.

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AUTOMOTIVE NEWS FAMILY ALBUM

WEED, FREDERICK G., with Rinshed-Mason Co. as pres. since May, 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.

WEYBURNE, FREDERIC C., with Marshall Eclipse Div., Bendix Aviation Corp. as gen. mgr. since 1943. Born Chicago, Ill., on May 20, 1902. Dartmouth College. Entered automobile business in 1926 at South Bend, Ind., with Bendix Brake Co. as mechanic.

WHEATON, FLOYD L., with Bendix - Westinghouse Automotive Air Brake Co. as sales mgr. since May 1, 1943. Born Greenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps - Booth Corp.

WHITNEY, DOUGLAS B., with General Motors Corp., gen. mgr. Harrison Radiator Div., Lockport, N. Y. Born Jan. 6, 1893. Started with Harrison March 3, 1919. Served two years as compt. and treas. General Aviation Co.

WHITTAKER, C. K., with Studebaker Corp. as vice - pres. since 1935. Born Springfield, Mo., Nov. 28, 1889. Colorado Col. Entered automobile business in 1911 at Meadville, Pa., with Overland dealer as salesman.

WEED, HUGH H. C., with Carter Carburetor Corp. as pres. since 1945. Born Stamford, Conn., in 1883. Amherst Coll., A.B. Entered automobile business in 1913 at St. Louis, Mo., with Carter Carburetor Co. as vice-pres. and gen. mgr.

WHEATLEY, JAMES A., JR., with Grey-Rock Div. Raybestos-Manhattan, Inc. as sales mgr. repl. products since 1948. Born Baltimore, Md., Sept. 21, 1892. Entered automobile business in 1919 at Philadelphia with Thermoid Rubber Co. as salesman.

WHITE, FRANK M., with Gabriel Co., Cleveland as chmn. of bd. since June 1, 1951. Born Dewey, Ill., June 21, 1885. Univ. of Ill., B.S.; Univ. of Wis., M.S. Entered automobile business July 1, 1926, at Rockford, Ill., with Burd Piston Ring Co. and Liberty Foundries Co. first as sales mgr. then pres., 1927.

WHITNEY, MAURICE P., with Eclipse Mach. Div. Bendix Aviation Corp. as gen. mgr. since Dec. 1, 1945. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

WICKHAM, FRANK A., with Lyon, Inc. as gen. sales mgr. since 1951. Born Meadville, Pa. Entered automobile business in 1909 at Spokane, Wash., with E. M. F. Co., as br. mgr.

WEED, JACK C., with Automotive News as truck and service editor since 1933. Born in Detroit, March 25, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

WEEMHOFF, JAY, with Collins & Aikman Corp. as gen. sales mgr. Born Grand Rapids, Mich., Feb. 17, 1896. High school and bus. college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in pur. dept.

WELLOCK, E. S., since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich., 1898. Graduated mech. engr. Univ. of Mich., 1920. Joined Chevrolet 1923 as draftsman in standards dept., central office staff.

WELSH, SIR WILLIAM, K.C.B., D.S.C., A.F.C. N. Amer. rep. for Society of Motor Manufacturers & Traders (Great Britain) since 1948.

WEMHOFF, BERNARD J. (Pete), with Automotive News as editor since 1944. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936 as reporter.

WETTLAUFER, ELMER G., with Wettlaufer Engineering Corp. as pres. since 1942. Born Saginaw, Mich., July 8, 1902. Entered automobile business in 1919 with Cadillac Motor Car Co.

WETTLAUFER, HERBERT J., with Wettlaufer Engrg. Corp. as admin. vice-pres. since 1953. Born Saginaw, Mich., Mar. 21, 1904. Univ. of Mich. Entered automobile business in 1953 at Detroit with Wettlaufer Engrg. Corp. as vice-pres.

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AUTOMOTIVE NEWS FAMILY ALBUM

WIELAND, ARTHUR J., with Ford Motor Co. as vice-pres. (since 1951) and as gen. mgr. Ford Int'l since 1949. Born Sandusky, O., 1895. Entered automobile business in 1925, overseas, with General Motors.

WILES, IVAN L., with Buick Motor Div. as gen. mgr., vice-pres. of GM. Born Goodland, Ind., June 13, 1898. Wabash College, A.B. degree. Entered automobile business in 1928 at Pontiac, Mich., with Oakland Motor Car Co. as accountant. Joined Buick in 1932.

WILLIAMS, HARRY A., with Automobile Mfrs. Assn. as manager of public relations dept. since April, 1952. Born in Cincinnati, Sept. 2, 1918. Wayne University. Entered automobile business with Automotive News in 1937.

WILLIAMS, SELDEN T., pres. A. Schrader's Son, Inc. Vice-pres., Scovill Mfg. Co. and gen. mgr. of Schrader Div. since 1948. Born Canton, N. Y., Feb. 7, 1892. St. Lawrence U., B.E., M.S.; Worcester Polytechnic Inst., B.S. in M.E. Entered automobile business in 1906 at Canton, N. Y., with Cook's Island Garage as mechanic's helper.

WILLIS, FRANK B., with Bendix Products Div. of Bendix Aviation Corp. as office mgr. since 1946. Born Waterloo, Ind. Indianapolis Business University. Entered automobile business in 1900 at Indianapolis, Ind., with Carl G. Fisher Co. as salesman.

WIESMYER, MAX L., with Ford Division, Ford Motor Company, as general manufacturing manager since 1949. Born Whitmore Lake, Michigan. Entered automobile business at the age of 19 with Ford Motor Company as machine hand.

WILLIAMS, FRED E., with Zenith Carburetor Div., Bendix Aviation Corp. as gen. sales mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

WILLIAMS, ROBERT J., with Cadillac Products, Inc., as prod. engr. since 1951. Born in Detroit Dec. 14, 1926. Notre Dame Univ., B.S. Entered automobile business in 1948 at Detroit with Cadillac Products, Inc.

WILLIAMS, WALKER A., appointed vice-pres. sales and adv., Ford Motor Co., Sept. 22, 1950. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as clerk.

WILSON, GLENN D., with Buick Motor Div. as dir. of merch. Born Akron, Mich., Jan. 27, 1909. Grad. of Albion Coll. Entered automobile business as a retail salesman at Owosso, Mich., in 1936. Has held positions of Retail Store Mgr. and Zone Mgr. with Buick Motor Div.

WILSON, RAY B., with Allen Electric and Equipment Company as vice-president in charge of sales since 1949. Born Kansas City, Missouri, 1897. Entered automobile business in 1916 at Kansas City with Greenlease Motor Car Company as demonstrator.

WILSON, STEVEN B., with Fram Corp. as pres. since 1929; chmn. of bd. since 1942. Born Washington, D.C., Dec. 12, 1890. University of Mich., George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

WINDSOR, (BUZZ) E. W., with Shewin-Williams Co. as gen. mgr. auto sales since 1925. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

WINE, LYMAN A., with Electric Auto-Lite Co. since 1942; vice-pres. 1951. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

WINES, JAMES P., with Fisher Body Div., GM Corp. as gen. dir. pub. rel. and adv., since 1953. Born St. Louis, Mo., Dec. 13. Chicago pub. schools, Univ. of Chicago. Entered automobile business in 1934 at Detroit with Kudner Agency, Inc., as publicity man.

WINKLER, ALBERT H., with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1908. Armour Inst. of Tech., B.S. in M.E., M.E. professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

WINTHER, MARTIN P., with Eaton Mfg. Co. as vice-pres., dir. of engrg. since 1948. Born Denmark, Nov. 4, 1888. Entered automobile business in 1911 at Kenosha, Wis., with Thomas B. Jeffrey Co., as apprentice.

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AUTOMOTIVE NEWS FAMILY ALBUM

WOLFRAM, JACK F., vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade, high sch. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co. as draftsman. Joined Oldsmobile in 1928.

WRIGHT, JOHN DAVID, with Thompson Products, Inc., since 1933, as pres. since Apr. 1, 1953. Born Pittsburgh, Pa., June 25, 1905. Western Reserve Univ., B.A.; WRU Sch. of Law, LL.D.; Cleveland Coll.

YOST, ROBERT O., with Moraine Products Division, General Motors Corporation, as general sales manager since 1936. Born Dayton, Ohio, September 22, 1902. Ohio State University, B.M.E. degree. Entered automobile business in 1926 at Dayton with Dayton Engineering Lab. Co. (Delco) as Flying Squadron (College Trainee Program).

YOUNG, THOMAS H., with United States Rubber Co. as dir. of adv. since 1939. Born Boston, Mass., March 12, 1893. High school. Entered automobile business in 1916 at N. Y. C. with United States Rubber Co. as mgr. trade record dept.

ZIESMER, GEORGE F., past pres., National Automobile Dealers Assn., 1949. Born at Marshall, Minn. July 15, 1895. Macalester Coll., St. Paul, Minn. Ford Dealer since 1924, Mankato, Minn., since 1933.

WOOD, W. A., with Aetna Ball and Roller Bearing Co., Div. of Parkersburg-Aetna Corp. as pres. Born Chicago, Ill., Dec. 31, 1897. Iowa State Coll. Entered automobile business in 1922 in Chicago, Ill., with Aetna Ball and Roller Bearing Co.

YNTEMA, THEODORE O., with Ford Motor Co. as vice-pres., finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Harvard, Univ. of Ill., Univ. of Chicago, C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947

YOUNG, FRED M., with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1927. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

ZEDER, JAMES C., with Chrysler Corp. as vice-pres. and dir. of engrg. and research since May, 1950. Pres. Chrysler Inst. of Engineering. Born Bay City, Mich., Apr. 17, 1900. Univ. of Mich., B.S., M.E.; Univ. of Dayton, Doctor of Engrg. Entered automobile business in 1922 at Detroit with Maxwell Motors.

ZONSIUS, KENNETH C., with Goodyear Tire & Rubber Co. as dir. of adv. since Jan. 1, 1952. Born Chicago, Ill., July 11, 1894. Attended Northwestern Univ. Entered automobile business 1917 at Chicago with Goodyear Org. as clerk.

WOODALL, HERBERT J., with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1893. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

WOODHOUSE, RICHARD C., with GMC Truck & Coach Div. as gen. sales mgr., Truck Div., since July 15, 1952. Born Traverse City, Mich., Aug. 18, 1904. Alma Coll., Univ. of Mich. Entered automobile business in 1924 with Cadillac Motor Div. of GM in sales dept. With GMC Truck & Coach Div. since 1930.

WOOLSEY, WILLIAM S., with Dodge Div. of Chrysler Corp. as gen. sales mgr.-trucks since Nov., 1953. Joined Dodge in 1939 as dist. truck mgr. in Pittsburgh region. Born Jersey City, N. J., Aug. 10, 1902. Entered automobile business in 1922 as asst. serv. mgr. with Durant Motor Co.

WOOLSON, L. IRVING, with DeSoto Div. Chrysler Corp. as pres. since 1952 and vice-pres. since 1953. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926 Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

WORTHINGTON, JOHN A., with Koppers Co., Inc., piston ring dept. as mgr. Born Annapolis, Md., July 5, 1897.

WRIGHT, ELLIS J., with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ont., Can., Dec. 16, 1909. Technical night coll., Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co. as tool design draftsman.

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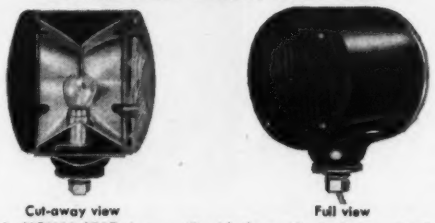

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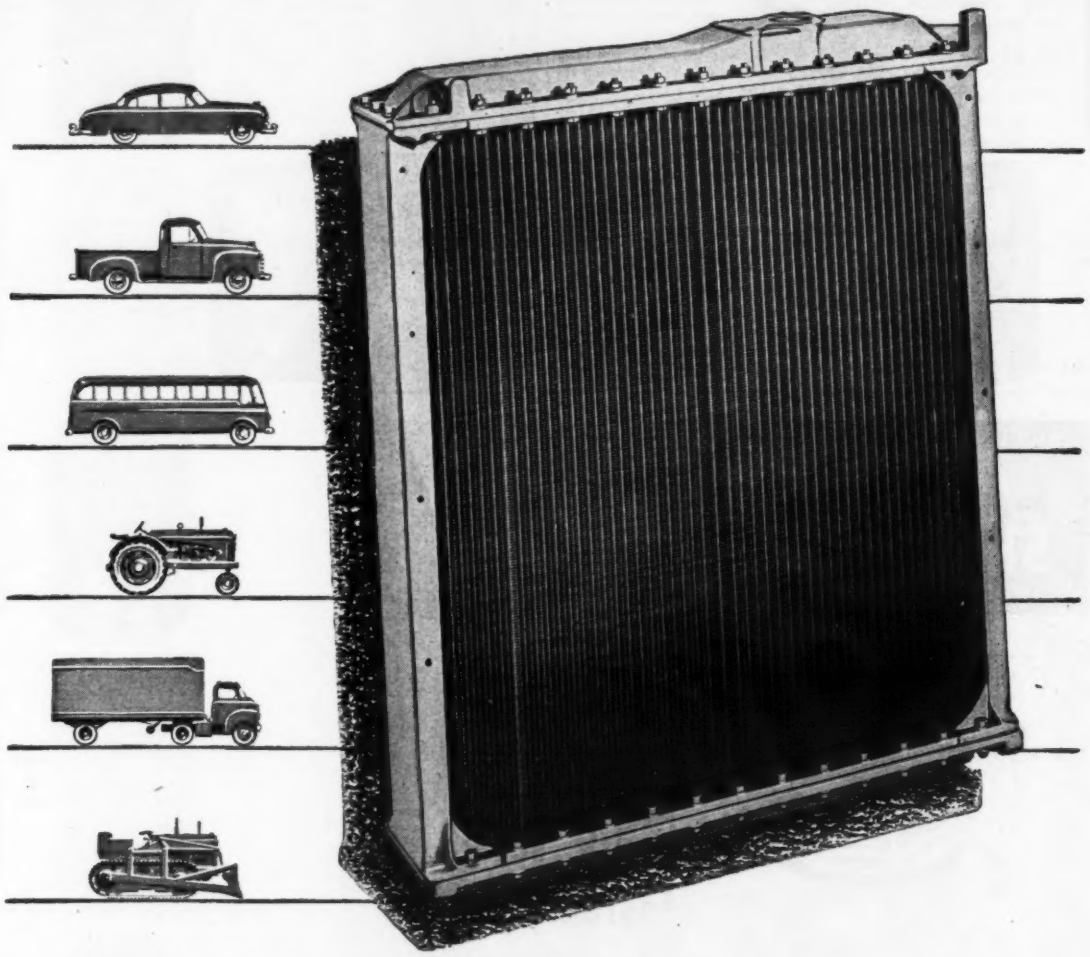

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DOTY, H. FAIRCHILD, 3-140 General Motors Bldg., Detroit 2, Michigan. Popular Mechanics magazine.

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BURKE, JOHN D., Detroit mgr., Hearst Adv. Service, 6-229 General Motors Bldg., Detroit 2, Mich. Representing 10 Hearst newspapers and Pictorial Review.

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HOOD, CHARLES C., 1808 Fisher Bldg., Detroit 2, Mich. Mgr. Detroit Branch, Curtis Publishing Co.

BAKER, JOHN H. JR., Free Press Bldg., Detroit 31, Mich. Chicago Daily News.

CARVETH, ARTHUR B., 1065 Penobscot Building, Detroit 26. Detroit manager, Esquire Magazine.

deBEAUBIEN, PHIL F., 8-240 General Motors Bldg., Detroit 2, Mich. Look magazine.

FIELD, ROBERT E., Time magazine, Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich.

HUSBANDS, ROY, Woman's Home Companion, Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

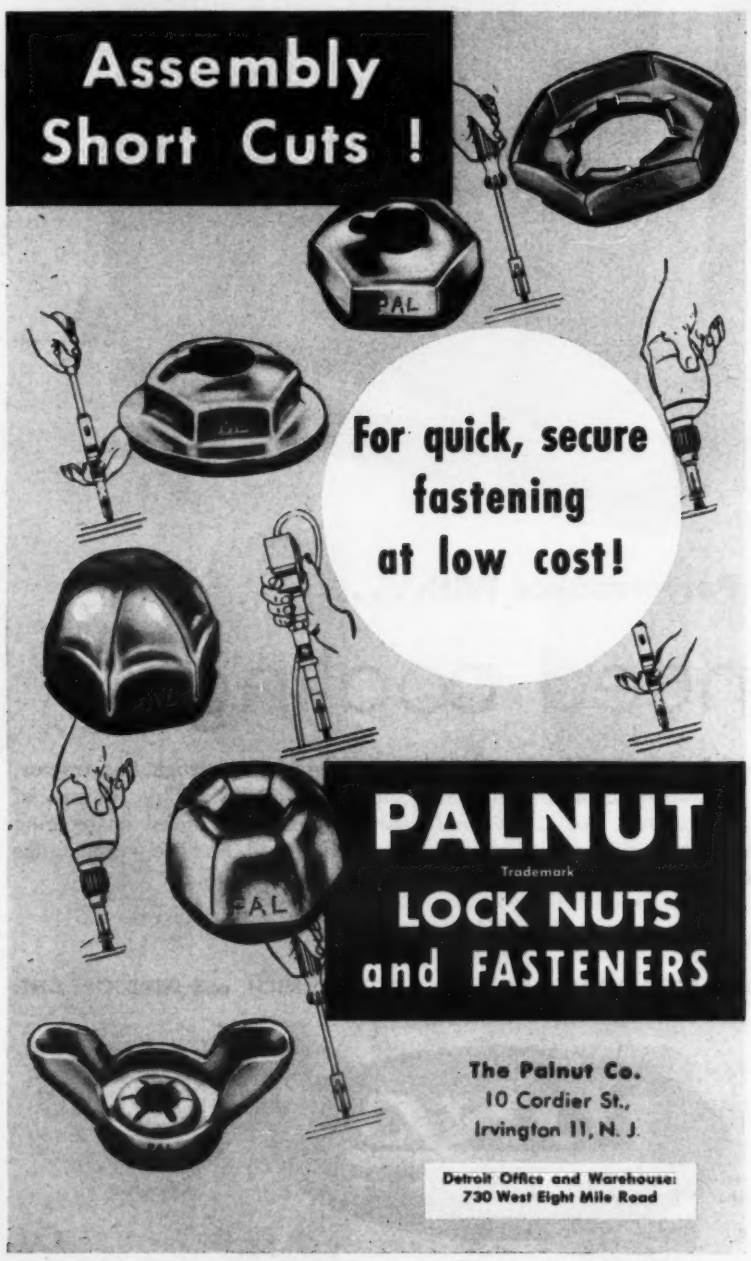
BATES, WALLACE E., 1761 Penobscot Bldg., Detroit 26, Mich. Chicago Tribune.

CHAFFIN, EDWARD J., 1808 Fisher Bldg., Detroit 2, Mich. Publication mgr., The Saturday Evening Post.

DIX, GEORGE S., 1457 Penobscot Bldg., Detroit 26, Mich. The Philadelphia Inquirer.

GALL, DAMON S., 2020 Guardian Bldg., Detroit 26, Mich. Detroit mgr., Pathfinder, The Town Journal magazine.

JONES, JAMES B., Scripps-Howard Newspapers, 5-257 General Motors Bldg., Detroit 2, Mich. Representing 20 newspapers.



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GROSS, WALTER, NBC radio & television, 2770 Penobscot Bldg., Detroit 26, Mich., Detroit mgr.

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HAMMEN, JAY L., 3975 Penobscot Bldg., Detroit 26, Mich. Parade Publications, Inc. Detroit mgr.

LUNDALE, J. W., Ridder-Johns, Inc., 850 Penobscot Bldg., Detroit 26, Mich. Detroit mgr. 6 newspapers.

HELLIER, EDWARD W., JR., The American Magazine, Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

LUSK, O. E., 2970 W. Grand Blvd., Detroit 2, Mich. Elks magazine.

HEPLER, CHARLES D., 1006 Fisher Bldg., Detroit 2, Mich. Regional mgr., advertising sales staff, U. S. News & World Report.

McDONOUGH, F. J., 5-230 General Motors Bldg., Detroit 2, Mich. Detroit mgr., American Weekly.

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VAN HORN, EDWARD, JR., 1900 Fisher Bldg., Detroit 2, Mich. Fortune magazine.

WHITE, ROBERT H., NBC radio and television, 2770 Penobscot Bldg., Detroit 26, Mich.

WOODRUFF, ROBERT N., Detroit mgr., Crowell-Collier Publishing Co., 3-161 General Motors Bldg., Detroit 2, Mich.—American Magazine, Collier's, Woman's Home Companion.

METZGER, HOYT (RED), 610 Stephenson Bldg., 6560 Cass Ave., Detroit 2, Mich. Newsweek magazine.

SAMPSON, DAVID E., Detroit mgr., Jann & Kelley, Inc., 926 Buhl Bldg., Detroit 26, Mich. Representing 27 newspapers.

VAN HORN, HAROLD H., 1712 Fisher Bldg., Detroit, Mich. Detroit mgr., Sports Afield magazine.

MILLER, LUKE E., 1013 Fisher Bldg., Detroit 2, Mich. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

SCOLARO, JOSEPH R., of Scolaro, Meeker and Scott, 8-241 General Motors Bldg., Detroit 2, Mich. Representing 9 newspapers and Grit magazine.

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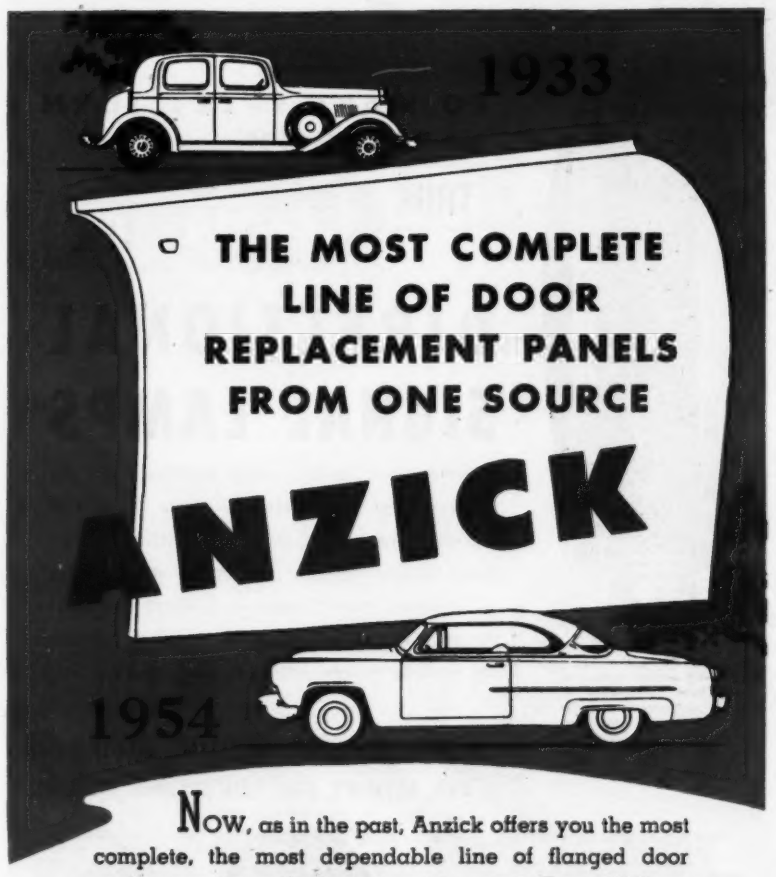

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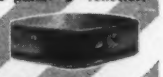

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Ohio Automobile Dealers Assn., 50 E. Broad St., Columbus 15, O., **WALT R. HAMER**, executive secretary.

New Mexico Automotive Dealers Assn., Inc., 202 Tower Bldg., 510 Second St., N.W., Albuquerque, N. M., **WILLIAM RANDOLPH**, general manager.

Oklahoma Automobile Dealers Assn., 315 Skirvin Hotel, Oklahoma City, Okla. **ROY TANT**, secretary-manager.

Automobile Merchants Assn. of New York, Inc., Park Sheraton Hotel, 56th and 7th Ave., New York 19, N. Y. **JOSEPH W. FARLOW**, executive vice-president.

Oregon Automobile Dealers Assn., 1832 S.W. 11th Ave., Portland 1, Ore. **EDWARD "BRUD" FOX JR.**, general manager.

The Dealer's Market Place!
BUY IT!
SELL IT
TRADE IT!
HIRE HELP!
Through
AUTOMOTIVE NEWS
Classified Want Ads

Pennsylvania Automotive Assn., 1925 N. Front St., Harrisburg, Pa., **CLAUDE S. KLUGH**, general manager.

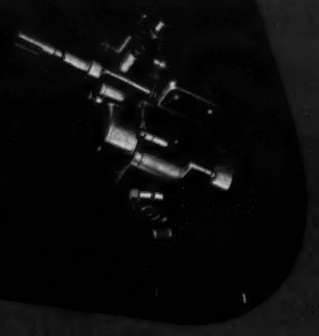
LITHO-PAINT POSTER COMPANY, NOT INC.
525 Noble St., Chicago 22, Ill.
Leaders in its field for 34 years in the creation of Advertising Displays for automotive dealers and national advertisers.
V. A. MOCK, General Manager
HARRY COLEMAN, Sales Director
H. M. WILLIAMS, Controller
R. McINTYRE Jr., Public Relations Director

Rhode Island Automobile Dealers Assn., 50 Fountain St., Providence 3, R. I., **ROMEO D. ASSELIN**, president.

THE ODDS ARE
4 to 5

. . . says
Art Clark
Los Angeles
See Page 195

South Carolina Automobile Dealers Assn., 1745 Sumter St., University Bldg., Columbia, S. C. **MRS. ELLA W. FORD**, executive secretary.

HYDRAGUIDE
HYDRAULIC
POWER STEERING IS


FULL TIME
Due to exclusive proportional valving, "HYDRAGUIDE" operates full time—no "transition feel" . . . Plenty of road feel.

SAFE
"HYDRAGUIDE" makes driver control easy when you hit holes, soft shoulders, or have a blowout or flat.

PLEASURABLE
"HYDRAGUIDE" provides a new pleasure in driving.
BUILT BY
GEMMER
MAKERS OF THE FINEST IN STEERING
Gemmer Manufacturing Co., Detroit 11, Mich., pioneered easy manual steering 4 decades ago—pioneered "HYDRAGUIDE," Full Time power steering for automobiles in 1950.
INTEGRAL AND LINKAGE TYPES

More Wheels keep Rolling Where Farm Income is *Steady*

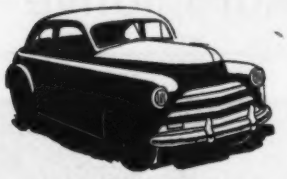
Automotive vehicles of all sorts are essential in keeping agricultural production at a fast, profitable pace. By the same token, a high, consistent income is necessary to keep the farmer a big, steady buyer of equipment.

Disregarding the "chicken or egg" aspect of this situation for a moment, one glance at the figures here tells you that farmers in Ohio, Michigan and Pennsylvania *are* big buyers.

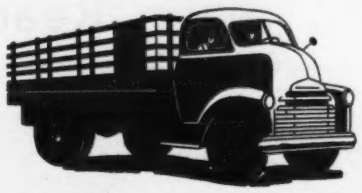
Here's why: *diversification* is a universal practice in *all three* states. Products are so varied that there's something to sell *every* month. And, year-round sales put *all three* among the nation's top-third in farm income. *High* income, *steady* income — this combination makes farmers in all *three* states *big, steady buyers* of the products *you* sell!

These valued state farm publications are read by the vast majority of farm families in these prosperous states twice each month. They're by far your easiest, most economical way of reaching these rich, *steady* markets. For the full facts on their *selling* power write Capper-Harman-Slocum, Inc., T1013 Rockwell Avenue, Cleveland 14, Ohio.

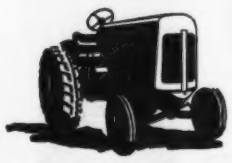
in OHIO, Farmers Operate 486,075* Cars, Trucks, Tractors



229,163 CARS



71,731 TRUCKS

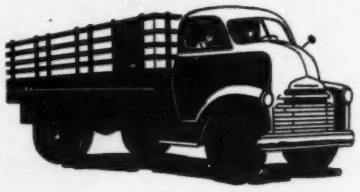


185,181 TRACTORS (1)

in OHIO, 3 out of 4 Farm Families Read THE OHIO FARMER

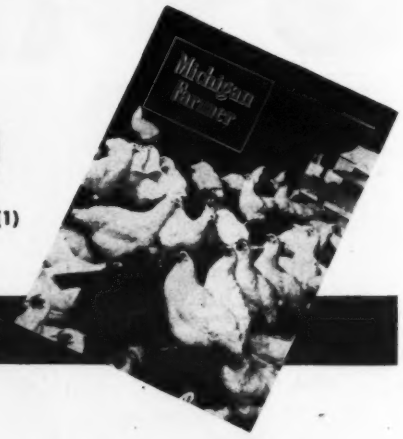
in MICHIGAN, Farmers Operate 391,995* Cars, Trucks, Tractors

172,844 CARS



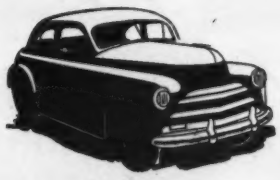
61,125 TRUCKS

158,026 TRACTORS (1)

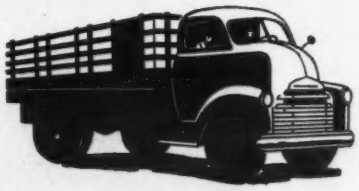


in MICHIGAN, 4 out of 5 Farm Families Read MICHIGAN FARMER

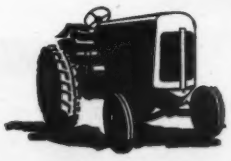
in PENNSYLVANIA, Farmers Operate 356,790* Cars, Trucks, Tractors



163,868 CARS



66,013 TRUCKS



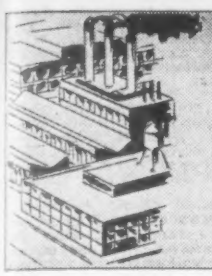
126,909 TRACTORS (1)

in PENNSYLVANIA, 4 out of 5 Farm Families Read PENNSYLVANIA FARMER

*Estimated. Source, IMPLEMENT & TRACTOR, August 29, 1953.
(1) Excluding garden tractors.

Advertise where it's *Payday* All Year 'Round

THE OHIO FARMER — MICHIGAN FARMER — PENNSYLVANIA FARMER



WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents

In revising its Who's Who listing for the 1954 Automotive Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. We would appreciate having any errors called to our attention so that they may be corrected in later issues.—The Editor.

A

AC SPARK PLUG DIV. of General Motors, 1300 N. Dort highway, Flint 2, Mich. Air cleaners and gauges; ammeters, backfire deflectors; carbureter intake silencers, crankcase breathers; flexible shaft assemblies; fuel oil filters; fuel and vacuum pumps; fuel strainers; gasoline gauges, strainers; ignition cable terminals; instruments, instrument panels; oil filters, elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. Joseph A. Anderson, gen. mgr.; Dean Kirk, gen. prod. mgr.; Harry C. Young, compt.; Edgar H. Francois, sales mgr., replacement products; Earl McGinnis, sales prom. mgr.; Frank E. Ray, adv. mgr.; Maurice W. Gotthelf, dir. of pub. rel.; C. Harold Munson, gen. serv. mgr.; L. R. Steffen, dir. of purch.; Martin J. Caserio, chief engr. automotive products; Bruce H. Schwarze, chief engr., military products; Taine G. McDougal, chief engr. of spark plug production and research; W. A. Bychinsky, chief ignition engr. Adv. Agcy.—D. P. Brother & Co., Inc., Detroit, Mich. J. S. Howell, acct. exec.

A'G'A—Stimsonite, 3445 N. Kimball Ave., Chicago 18, Ill. Div. of Elastic Stop Nut Corp. of Amer. Stimsonite reflectors, acrylic lenses, automotive optical parts, designed and injection molded. I. J. Mack, exec. vice-pres.; W. C. Clemens, treas.; H. A. Doolittle, gen. mgr.; T. B. McCarthy, automotive sales mgr.; S. A. Heenan, chief engr. Det. Rep.—T. B. McCarthy, 424 Book bldg.

AP PARTS CORP., 1801 Spielbusch, Toledo 1, O. Mufflers, exhaust pipes, tailpipes, muffler and pipe clamps, muffler and pipe brackets, muffler remover tools, Miracle Power (concentrated petroleum lubricant) and dgf-123 (pre-lubricant). Ralph G. Rule, pres.; W. E. Bullock, exec. vice-pres.; B. W. Lang, vice-pres., dir. pur.; F. M. Coburn, secy.; O. A. Roeger, sales mgr.; G. L. Cunningham, asst. sales mgr.; John J. Nopper, mgr., Miracle Power ind. sales; Albert Joseph, adv. mgr.; Al Sawicki, traf. mgr. Det. Rep.—Sam Steele. Adv. Agcy. — Clark and Bobertz, Inc., Detroit, Mich. G. Bobertz, acct. exec.

A. R. A. MFG. CO., 1041 Foch st., Fort Worth 7, Tex. Refrigerated automobile air conditioners. Elmo Heerwald, secy.-treas.; William E. Lind, gen. mgr.; Bob Houston, sales prom. mgr.; Gene Clines, serv. mgr.; Ralph Jackson, chief engr.; Bob Walton, pur. agt.

ACCURATE PARTS MFG. CO., 1600 S. Ashland ave., Chicago 8, Ill. Clutch sets, clutch plates, clutch parts, pressure plates, rebuilding equipment, service tools. Ira Saks, pres.; Philip Saks, vice-pres.; C. A. Klaus, dir. of sales; M. Rebt. Wolfson, adv. and sales prom. mgr.

ACCURATE PRODUCTS, INC., 720 E. Washington st., Indianapolis 2, Ind. Gas tank caps, battery holdowns, univ. joint parts, brake shoe parts, water dist. tubes, metal stampings. Chas. H. Woods jr., pres. and treas.; G. B. Johnson, vice-pres.; Mary F. Woods, secy.; H. Olvey, wks. mgr. Det. Rep.—B. L. Maas. Adv. Agcy.—Gary Ruben Co., Indianapolis, Ind.

ACHESON COLLOIDS CO., Div. of Acheson Industries, Inc., 1935 Washington ave., Port Huron, Mich. Dispersions, lubricants, graphite. Howard A. Acheson, pres.; P. C. Buck, M. W. Reynolds, R. Szymanowitz, vice-presidents; J. C. Sprague, secy.-treas.; L. H. Miller, cont. and pur. agt.; Dr. H. J. Dawe, tech. dir.; A. Crankshaw, sales mgr. Det. Rep.—F. M. Hunter, 3000 E. Grand blvd. Adv. Agcy. — John Mather Lupton Co., Inc., New York, N. Y. Monroe G. Gordon, acct. exec.

ACKLIN STAMPING CO., 1825 Nebraska ave., Toledo 7, O. Stampings and pressed metal assemblies, including brake discs, transmission and clutch parts. F. Cyril Greenhill, pres.; Alvin E. Seaman, exec. vice-pres., treas.; Ralph Meyer, asst secy.; Harry F. Smith, vice-pres., gen. mgr.; R. K. Sterling, mgr., job stamping sales; Carl Recker, pur. agt.; Austin Gibbons, asst.; Howard Goodrich, master mechanic; Paul Welzbacher, traf. mgr.

ACME AIR APPLIANCE CO., INC., 100 Hinsdale st., Brooklyn 7, N. Y. Valve cores, tire pressure gauges, driveway signals, airline gauges, valve caps, air storage tanks, couplings, fittings, vulcanizers, drain cocks, signal tubing, air hose, fishing tools, couplers. Harry Perlman, pres. gen. and sales mgr. and pur. agt.; Morris Perlman, treas.; S. Garr, pub. rel. and adv. mgr.; Paul Schmid, chief engr. Det. Rep.—Mark L. Berman, 2722 Webb ave. Adv. Agcy.—Friend, Reiss, McGlone, 221 West 57th st., N. Y.

ACME QUALITY PAINTS, INC., 8250 St. Aubin ave., Detroit 11, Mich. For production use: primers, surfacers, metallic finishes in lacquer and synthetic quality, lacquer enamels, synthetic enamels. For refinishing: undercoats, synthetic enamels, lacquers, proxlin lacquers, fleet-x synthetic enamels. A. W. Steudel, pres.; G. H. Robertson, vice-pres., gen. mgr.; F. L. Knapp, asst. secy. and treas.; A. H. MacNabo, secy.; H. D. Lester, treas.; J. A. Hutchinson, prod. mgr.; H. M. Cotton, mgr. automotive prod.; A. W. Stern, sales mgr. refinishing; F. J. Schulte, adv. and sales prom. mgr.; G. H. Hicks, tech. dir.; Leonard Smith, chief engr.; B. Hollestelle, pur. agt.; A. Saunders, asst.; G. Parsons, traffic mgr. Adv. Agcy.—Holden, Clifford, Flint, Detroit, Mich.

ACME RUBBER MFG. CO., 3320 S. Main st., Los Angeles 7, Calif. Factories—Trenton 6, N. J. Radiator, cowl ventilator, truck heater, windshield wiper, vacuum gearshift, air and booster brake, defroster-air intake, car heater, air and steam cleaner hoses, truck splash guards. A. M. Kahn, pres.; L. J. Howell, vice-pres. and gen. mgr.; H. G. Burger, wks. mgr.; W. J. Madison, sales mgr.; M. J. Weintraub, automotive sales mgr.

ACME SPECIALTY MFG. CO., THE, Smead and Monroe, Toledo 6, O. Car, truck and bus mirrors. Adolph Schlett, pres. and treas.; Robert T. Skilliter, vice-pres. and sales mgr.; Albertine Schlett, secy.; W. W. Welker, wks. mgr.; Walter J. Bohn, chief engr. and pur. agt.

ACTIVE TOOL AND MFG. CO., 888 Clairpointe, Detroit, Mich. Tools, dies, stampings, plumbing ware. Henry Drettman, pres.; R. N. Harger, exec. vice-pres.; L. Puggard, chief engr.; Walter Marx, supt. die shop.

ADMIRAL PRODUCTS CO., 22 E. 21st st., New York 10, N. Y. Arm rests, plastic quilted fabrics, assist straps, sun visors. Louis B. York, pres.; Herman York, gen. mgr.

ADRONICS, INC., 271 Grove ave., Verona, N. J. Auto radio antenna, commercial antenna, high and low frequency, light electronic equipment, support masts up to 50 ft., patch cord and cable assembly, tank antenna and mounts. W. A. Robinson, pres.; E. L. Robinson, secy.; G. L. Burggrof, vice-pres. and pur. agt.; William F. Lampe, treas.

ADVANCE MFG. INC., 2700 Buchanan, Detroit 8, Mich. Automotive, airplane, tank and cannon parts, trail-aire refrigeration unit installed in trucks and trailers. A. A. Amlinger, pres. and gen. mgr.; W. J. Campbell, vice-pres., wks. mgr. and chief engr.; H. O. Amlinger, secy.-treas.; L. C. Dowell, sales mgr.; H. E. Lyon, pur. agt.; Jonathan Tyler, serv. mgr. and parts and acc. mgr.

AEROIL PRODUCTS CO., INC., Wesley st., South Hackensack, N. J. Steam cleaners, hot and cold dip cleaning tanks, automotive spray outfits. E. E. Anderson, pres.; Irwin Abrams, asst. secy.-treas.; Joseph Halperin, gen. mgr.; Joseph A. Lynch, adv. and sales prom. mgr.; A. Grimaldi, asst. sales, steam cleaner div.; Paul Wollner, chief engr.; John Foley, pur. agt.; Reginald Eggerstadt, traffic mgr. Adv. Agcy. — The Burstin Co., 1440 Broadway, New York, N. Y.

AERONCA MFG. CORP., Germantown rd., Middletown, O. Aircraft; variety of commercial products and metal fabricated parts. John A. Lawler, pres.; S. J. Kuderer, secy. and treas.; Raymond Hermes, vice-pres. in chg. of sales; Julian Wander, vice-pres. in chg. of mfg.; C. W. France, vice-pres.; Ross M. Paul, dir. of materials; Len Kahny, pur. agt.; George A. Page jr., dir. of research and engrg.; Jack Linzie, asst. to the pres.

AEROQUIP CORP., 300 South East ave., Jackson, Mich. Flexible hose assemblies, fittings, self-sealing couplings, breakaway couplings. Peter F. Hurst, pres. and treas.; Charles Hollerith, vice-pres.; M. J. Betley, vice-pres. and gen. mgr.; B. A. Main, jr., vice-pres., engrg.; F. W. Corwin, secy.; M. W. Brandau, industrial sales mgr.; J. R. Roberts, adv. mgr.; Kent Manning, chief engr.; H. B. Ferguson, pur. agt.; W. Cowan, traf. mgr. Adv. Agcy.—Hopcraft-Keller, Inc., Detroit, Mich.

AETNA BALL AND ROLLER BEARING CO., Division of Parkersburg - Aetna Corp., 4600 Schubert ave., Chicago 39, Ill. Standard and special ball thrust bearings, angular contact bearings, ball retainers, hardened and ground washers, sleeves, bushings and miscellaneous precision parts. W. A. Wood, pres.; J. J. Rozner, vice-pres.; E. A. Johnson, treas., asst. secy.; H. F. Wendt, sales supervisor; J. E. Dillon, chief engr.; H. V. Fox, plant supt.; B. E. Vergowe, pur. agt. Det. Rep. — Sam T. Keller, 2457 Woodward ave. Adv. Agcy.—Marsteller, Gebhardt & Reed, Inc., Chicago, Ill. G. A. Piper, acct. exec.

AINSWORTH MFG. CORP., 2200 Franklin st., Detroit 7, Mich. Stampings, roll-forming, production machining, painting, plating and buffing, experimental and development. Warren H. Farr, chmn. of bd.; James F. McDonnell, jr., pres. and gen. mgr.; G. A. Ellerthorpe, vice-pres. and treas.; P. J. Laux, secy.; Charles W. Weller, Jr., asst. secy.; Frank J. Komerska, plant mgr., Detroit plant; Walter J. Gorges, plant mgr., Marysville plant; Ralph R. Irwin, sales mgr.; R. Thomson, chief engr.; Robert E. Dickson, pur. agt.

AIR LIFT CO., 2330 W. Main st., Lansing, Mich. Air lifts; pneumatic spring boosters for overloads and sagging springs of passenger cars and pick-up trucks; positive safety control for front end of passenger cars. L. C. Pemberton, pres.; D. C. Perkins, vice-pres., chief engr., R. C. Pemberton, secy.-treas.

AIR-MAZE CORP., 25000 Miles rd., Cleveland 28, O. Air and fuel filters, intake silencers, exhaust spark arresters, backfire flame arresters, electrostatic precipitators, lube oil strainers. O. H. Schaaf, pres. and gen. mgr.; G. M. Walton, exec. vice-pres.; L. M. Henton, secy.; H. H. Schaaf, treas.; P. C. Hungerford, vice-pres. and wks. mgr.; W. B. Watterson, vice-pres. sales; F. P. Purvis, gen. sales mgr. N. L. Lamprecht, asst. sales mgr.; R. E. Brown, chief engr.; J. Carson, dir. of pur. Det. Rep.—Minor Dow, P.O. 386, Royal Oak, Mich. Adv. Agcy.—Batten, Barten, Durstine & Osborn, Cleveland, O. Fred Sharpe, acct. exec.

AIR REDUCTION SALES CO., Div. of Air Reduction Co., Inc., 60 East 42nd st., New York 17, N. Y. Industrial gases, gas and arc welding equipment. H. R. Salisbury, pres.; H. F. Henriques, vice-pres.; R. S. Schmidt, dealer sales mgr.; D. D. Spoor, mgr. of equipment and process sales dept.; A. V. Scherer, adv. mgr. Det. Rep.—R. A. Jamieson, Dist. Mgr., 2994 East Grand blvd. Adv. Agcy.—G. M. Basford Co., New York, N. Y. E. S. Nuspliger, jr., acct. exec.

AIRCOOLED MOTORS, INC., Liverpool rd., Syracuse 8, N. Y. Air-cooled aircraft engines. C. F. B. Roth, pres. and dir.; R. B. Wilkinson, treas. and compt.; C. H. Bennum, sales mgr.; R. W. Conkle; wks. mgr.; F. B. Chadwick, serv. pts. mgr. and secy.; W. I. Marble, serv. engr. mgr.; A. K. Stevens, purch. mgr.; G. T. Bynum, chief engr.; D. L. Kidd, asst. chief engr.; W. G. Cobb, ind. rel. mgr. A. Holder, factory mgr. Adv. Agcy. —Richard and Webb, Syracuse, N. Y.

AIRTEMP DIV., CHRYSLER CORP., 1610 Webster st., Dayton 1, O. Heating, cooling, refrigeration equipment, automotive air conditioning unit, range finders for Army Ordnance and other military equipment. C. E. Buchholzer, pres.; J. F. Knoff, vice-pres. in chg. of sales; R. J. Schumann, vice-pres. in chg. of mrg.; E. A. Nash, mdse. mgr.; Nicholas Kelley jr., vice-pres.; Robert Murphey, secy.-treas.; F. W. Misch, compt.; F. J. Laughna, asst. sales mgr., central div.; M. T. Bard, sales mgr.; S. A. Anderson jr., asst. sales mgr., southern div.; A. J. Schiffman, asst. sales mgr., eastern div.; J. D. Lovely, chief engr.; J. J. McMahon, adv. mgr. Adv. Agcy.—Grant Advertising, Inc., Chicago and Detroit. V. P. Black, acct. exec.

AIRTEX AUTOMOTIVE DIV., Fairfield, Ill. Airtex fuel pumps, kits and filters, water pumps and clutch bearings. E. V. Frankel, pres.; D. B. Frankel, vice-pres.; S. M. Blackburn, secy.; K. H. Sawyers, treas.; R. R. Greenwalt, sales mgr.; Ken Sullivan, pur. agt. Det. Rep.—Grantello Sales Co., Cleveland, O. Adv. Agcy.—Burlingame-Grossman, Chicago, Ill.

AJAX MFG. CORP., 1171 Beaufait st., Detroit 7, Mich. Zinc die casting and chrome plating, automotive hardware. Edward Toroslan, pres.; Milton Pitts, vice-pres.; Armand Simon, secy.-treas.

AKRON PAINT & VARNISH CO., 1390 Firestone pkwy., Akron 1, O. Automotive finishes, tire paints, white sidewall cleaner, chrome and ignition wire coating. Wm. M. Beck, pres. and gen. mgr.; Ed. F. Ballway, vice-pres.; R. C. Esch, secy.-treas.; R. A. Hochberg, sales mgr.; S. A. Breitenstein, pur. agt. Adv. Agcy. —McDaniel-Fisher and Spelman Co., Akron, O.

AKRON SELLE CO., 451 S. High st., Akron 11, O. Metal stampings and assemblies. J. B. Hower, pres., gen. mgr. pur. agt.; G. H. Crawford, vice-pres., treas.; M. A. Hower, secy.; Walter G. Dutton, sales mgr.; B. R. Hower, wks. mgr.

ALAN WOOD STEEL CO., Conshohocken, Pa. AW Algrip abrasive rolled steel floor plate, super diamond pattern, cut nails, hot rolled strip, sheared plate, pig iron. John T. Whiting, pres. and chmn. of bd.; Chester E. Davis, exec. vice-pres.; C. L. Jones, secy.-treas.; Perry L. Francis, vice-pres. in chge. of sales; W. E. Boger, gen. supt.; H. V. Gluns, supt. steel works; Leon J. Lieberman, adv. mgr.; F. C. Schoen, chief engr.; Clinton Bishop, pur. agt.; W. C. Flick, traffic mgr. Det. Rep.—Frank L. Uhas & Son, 427 New Center bldg. Adv. Agcy. —Arndt, Preston, Chapin, Lamb & Keen Inc., 160 N. 15th st., Philadelphia 2, Pa. Norton J. Bond, acct. exec.

ALBERTSON & CO., INC., 3100 Lowell, Sioux City 3, Ia. Drills, hole saws, bench grinders, sanders, polishers, valve equipment, valve grinding machines, flexible shafting. O. Albertson, pres.; H. A. Jacobsen, vice-pres. and gen. mgr.; D. E. Jacobsen, secy.; F. O. Albertson,

(Continued on Page 174)

Product Index

As a time-saver for readers, this year's Almanac carries an index of products listed in the "Who's Who in the Automotive Industry."

The Product Index will be found adjacent to the Advertisers' Index in the last pages of the Almanac.

Auto Industry Associations

AMERICAN AUTOMOBILE ASSN., 1712 G St., N. W., Washington 6, D. C. *Executive Vice-President, Russell E. Singer.*

AMERICAN FINANCE CONFERENCE, Suite 1200, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President, Thomas W. Rogers.*

AMERICAN IRON AND STEEL INSTITUTE, 350 Fifth Ave., New York 1, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y. *President, Frank M. Porter.*

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Rackham Memorial Bldg., Detroit 2, Mich. *President, Gordon J. Lawton.*

AMERICAN TRUCKING ASSNS., INC., 1424 16th St., N.W., Washington 6, D. C. *Managing Director, John V. Lawrence.*

ASSN. OF AMERICAN BATTERY MANUFACTURERS, INC., 70 Cherry St., Akron 8, Ohio. *Commissioner, V. I. Smithers.*

AUTOMOBILE MANUFACTURERS ASSN., 320 New Center Bldg., Detroit 2, Mich. *Managing Director, William J. Cronin.*

AUTOMOBILE OLD TIMERS, INC., 22 E. 38th St., New York 16, N. Y. *Executive Vice-President, Frederick H. Elliott.*

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, 20 E. Herman St., Philadelphia, Pa. *Manager, Herman L. Erlichman.*

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary, Ed L. Lee.*

AUTOMOTIVE BOOSTER CLUB INTERNATIONAL, INC., 55 E. Washington St., Chicago 2, Ill. *Recording Secretary, Miss Gretchen E. Rider.*

AUTOMOTIVE ELECTRIC ASSN., 16223 Meyers Rd., Detroit 35, Mich. *Executive Secretary, S. W. Potter.*

AUTOMOTIVE ENGINE REBUILDERS ASSN., 419 N. Capitol Ave., Indianapolis 4, Ind. *Executive Vice-President, R. G. Patterson.*

AUTOMOTIVE PARTS MANUFACTURERS ASSN., 16219 Meyers Rd., Detroit 35, Mich. *General Manager, Frank Rising.*

AUTOMOTIVE SAFETY FOUNDATION, INC., 200 Ring Bldg., Washington 6, D. C. *President, J. O. Matson.*

AUTOMOTIVE TRADE ASSN. MANAGERS, 224 N. Meridian St., Indianapolis 4, Ind. *Executive Secretary, Assistant Treasurer, Herman Schaefer.*

CANADIAN AUTOMOTIVE WHOLESALERS' & MANUFACTURERS' ASSN., Room 207, 227 Laurier Ave., W., Ottawa 4, Canada. *Executive Vice-President, T. H. Whellams.*

HORSELESS CARRIAGE CLUB, 215 N. Larchmont Blvd., Los Angeles 4, Calif. *Executive Secretary, Al Michaelian.*

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, 1200 18th St., N.W., Washington 6, D. C. *Managing Director, M. R. Darlington, Jr.*

INTERNAL COMBUSTION ENGINE INSTITUTE, Room 914, 201 N. Wells St., Chicago 6, Ill. *Executive Secretary, Charles G. Spice.*

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 250 West 57th St., New York 19, N. Y. *General Manager, A. H. Eickholt.*

MOTOR AND EQUIPMENT WHOLESALERS ASSN., 309 W. Jackson Blvd., Chicago 6, Ill. *General Manager, S. W. Ruark.*

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, 42 S. Peninsula Dr., Daytona Beach, Fla. *Executive Manager, Pat Purcell.*

NATIONAL ASSN. OF INDEPENDENT TIRE DEALERS, INC., 624 Wyatt Bldg., Washington 5, D. C. *Executive Secretary, Winston W. Marsh.*

NATIONAL ASSN. OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager, A. W. Koehler.*

NATIONAL ASSN. OF TAXICAB OWNERS, 803 Leader Bldg., Cleveland 14, O. *Secretary, H. I. Gwilym.*

NATIONAL AUTOMOBILE DEALERS ASSN., 1026 17th St., N.W., Washington 6, D. C. *Executive Vice-President, Frederick J. Bell.*

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit, Mich. *General Manager, R. E. Beiser.*

NATIONAL AUTOMOTIVE PARTS ASSN., 705 Fox Theater Bldg., Detroit 1, Mich. *General Manager, Henry Lansdale.*

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington 4, D. C. *Director, Arthur C. Butler.*

NATIONAL STANDARD PARTS ASSN., 35th Floor, 8 South Michigan, Chicago 3, Ill. Washington, D. C. Office: 1001 Connecticut Ave., N. W., Suite 1138. *Executive Vice-President, J. L. Wiggins.*

NATIONAL TRUCK LEASING SYSTEM, 23 East Jackson Blvd., Chicago 4, Ill. *Secretary-Manager, Martha Dunlap.*

NATIONAL USED CAR DEALERS ASSN., 1553 Penobscot Bldg., Detroit 26, Mich. *Executive Secretary, Margaret Corell.*

NATIONAL WHEEL AND RIM ASSN., 3663 Forest Park Ave., St. Louis 8, Mo. *Treasurer, H. M. Young.*

OIL INDUSTRY INFORMATION COMMITTEE, 50 W. 50th St., New York 20, N. Y. *Publicity Director, J. Richard Shaner.*

PRIVATE TRUCK COUNCIL OF AMERICA, INC., 714 Sheraton Bldg., Washington 5, D. C. *Managing Director, James D. Mann.*

RUBBER MANUFACTURERS ASSN., 444 Madison Ave., New York 22, N. Y. *President, A. L. Viles.*

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 29 W. 39th St., New York 18, N. Y. *General Manager, John A. C. Warner.*

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain), 921 17th St., N. W., Washington 6, D. C. *North American Representative, Sir William Welsh.*

TIRE AND RIM ASSN., INC., 2001 First National Tower, Akron 8, O. *Executive Vice-President, C. G. Hoover.*

TRUCK BODY AND EQUIPMENT ASSN., INC., 403 Board of Trade Bldg., 1616 K St., N.W., Washington 6, D. C. *Executive Manager, Arthur H. Nuesse.*

TRUCK-TRAILER MANUFACTURERS ASSN., INC., National Press Bldg., Washington 4, D. C. *Managing Director, John R. Hinton.*

Who's Who in Auto Industry

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prod. mgr.; G. M. Moore, sales mgr.; W. Ebrecht, serv. mgr.; G. Olsen, chief engr.; Carl Rasmaussen, pur. agt.; M. Andersen, asst. **Det. Rep.**—A. L. Fisher, 18574 Fitzpatrick et. **Adv. Agcy.** — E. W. Sann & Associates, Minneapolis, Minn.

ALDRIDGE INDUSTRIAL OILS, INC., 3401 W. 140th st., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; hydraulic brake fluid; heat treating products. Frank M. Aldridge, pres.; Leonard H. Davis, secy.; O. K. Aldridge, treas. **Adv. Agcy.**—Grider Adv., Cleveland, O.

ALEXANDER-TAGG INDUSTRIES, Jacksonville, rd., Hatboro, Pa. Mufflers, heavy duty for trucks, buses, etc., dual wheel dollies. E. R. Alexander, pres.; W. S. Tagg, treas.

ALL-POWER MANUFACTURING CO., 400 Roosevelt ave., Montebello, Calif. Ridge reamers, piston groove cleaners and several specialized Ford tools. Paul F. Danielson, pres.; A. M. Merrifield, vice-pres. and dir. of sales; Margaret Danielson, treas.; E. J. Redding, asst. sales mgr.; John Gold, cf. engr.; William Hampton, gen. mgr. **Adv. Agcy.**—Uhl Service Adv., Hollywood, Calif.

ALLEGHENY LUDLUM STEEL CORP., Oliver bldg., Pittsburgh 22, Pa. Steel: stainless, tool, electrical, valve, special alloy; carbide metals. H. G. Batcheller, chmn.; E. J. Hanley, pres.; E. A. McCaskey jr., secy.; C. W. King, exec. vice-pres.; Russell M. Allen, vice-pres. of sales; R. S. Ahlbrandt, treas.; W. J. Adamson, sales mgr.; C. B. Boyne, C. Sherman, assts.; C. B. Templeton, adv. mgr.; Emil Kern, vice-pres., engr.; C. B. Pollock, vice-pres. mfg.; E. L. Bittner, vice-pres. pur.; N. W. Hayson, pur. agt.; L. A. Deringer, traffic mgr.; L. Kelley, pub. rel. mgr. **Det. Rep.**—I. R. Kiltie, 1500 Jarvis ave., Ferndale 20. **Adv. Agcy.** — Walter & Downing, Pittsburgh 22, C. P. Richardson, acct. exec.

ALLEN ELECTRIC & EQUIPMENT CO., 2101-17 N. Pitcher st., Kalamazoo 13F, Mich. Tune-up and electrical testing, battery charging and welding equipment. G. H. Allen, pres.; Lee Parmater, gen. mgr.; A. J. Higdon, secy., treas.; Ray Wilson, sales mgr.; L. C. Brendel, asst. sales mgr.; Geo. Post, adv. mgr.; Robert Cain, cf. engr.; H. S. Roe, pur. agt. **Det. Rep.**—Ted Cardon, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.** — Crescent Advertising, Kalamazoo, Mich.

ALLEN INDUSTRIES, INC., 1927 Leland st., Detroit 7, Mich. Automotive cotton products — batts and pads; automotive jute felt—sound deadeners, floor mats and insulators; automotive trim conversion; rug cushions. S. J. Allen chmn. of bd.; J. J. Tobias, pres.; H. C. Allen, exec. vice-pres.; O. A. Markus, vice-pres.; secy.-treas.; D. Schimmel, vice-pres. purch.; R. G. Olson, vice-pres.; D. C. Suhr, vice-pres. in chg. of mfg.; E. Zuckerman, vice-pres. in chg. of Rahway plant; D. T. Lipton, vice-pres. and sales dir.; R. D. Kemp, dir. automotive and defense sales div.; A. DeCary, supervisor, product engrg.; Leo Kaufman, supervisor of purchases; Harold Rossano, traf. mgr. **Det. Rep.**—R. D. Kemp, Robert Amberg, John Redfield, Arthur Dulzo, 1927 Leland. **Adv. Agcy.** — Simons-Michelson, Lafayette bldg., Detroit. Larry Michelson, acct. exec.

ALLEN PRODUCTS CORP., 20450 Sherwood ave., Detroit 34, Mich. Gasoline door guards, mouldings, seal-all and other auto accessories. Perry E. Allen, pres. and treas.; Dorothy A. Allen, vice-pres. and secy.; Doris Schneider, asst. secy.; J. E. Smith, exec. vice-pres. and gen. mgr.; H. R. Stewart, wks. mgr.; James Rankin, sales and adv. mgr.; C. C. Rockwell, mfg. sales mgr.; J. S. Morys, controller. **Adv. Agcy.**—Rossi and Co., 2616 Guardian bldg., Detroit 26, Mich. Perry J. Reynolds, CPA.

ALLIED INVENTORY CO., INC., 1916 E. 79th st., Chicago 49, Ill. Physical inventory work, calculating services, casual inventory labor. Leo L. Dane, pres., treas. and sales mgr.; Joseph E. Coleman, vice-pres.; Fern Dane, secy.; George Bradtke, gen. mgr.; F. Peterson, works mgr. **Det. Office**—Allied Inventory, 1380 Penobscot bldg.

ALLIED MOTOR PARTS CO., 708 Fox bldg., Detroit 1, Mich. Pistons, piston pins, cylinder sleeves and assemblies, water pumps and parts; valves; valve seat inserts; valve guides, springs, locks and rotating assemblies. Henry Lansdale, pres., treas.; R. R. Talbott, vice-pres., gen. mgr.; M. L. Buck, secy. **Adv. Agcy.**—Caldwell-Larkin Co., Indianapolis, Ind. Storey Larkin, acct. exec.

ALLIED PLAN OF SERVICE MERCHANDISING, 342 West Peachtree st., N. W., Atlanta, Ga. Customer follow-up and service promotion plan for automobile dealers. Claude Grizzard jr., gen. mgr.

ALLIED PRODUCTS CORP., 12877 Burt rd., Detroit 23, Mich. Special cold forged parts, standard hexagon head cap screws, hardened and precision ground parts, sheet metal dies produced in iron, Allite (zinc alloy) and plastic; R-B interchangeable punches and dies, powdered metal parts. Ralph Hubbart, chmn. of the bd.; Frank H. Bishop, pres.; Selden S. Dickinson, W. S. Jakubowski, C. C. Kamphausen, W. S. Smith, vice-presidents; W. E. Ray, vice-pres., secy.; J. F. Halm, treas. **Adv. Agcy.**—Charles M. Gray and Assoc., Detroit, Mich.

ALLIED RESEARCH PROD., INC., 4004-06 E. Monument st., Baltimore 5, Md. Iridite finishes for corrosion protection and paint systems on nonferrous metals and plating brighteners. H. C. Irvin, pres., sales mgr.; L. C. Kingsbury, vice-pres.; H. C. Quast, treas.; Jules Horlick, secy., wks. mgr.; C. O. Ostrander, svc. mgr.; H. C. Quast, pur. agt. **Det. Rep.**—L. J. Camill, 15356 Fielding st., (23). **Adv. Agcy.** — Emery Adv. Corp., Baltimore, Md. Burton F. Davis, acct. exec.

ALLOY RODS CO., P. O. Box 786, York, Pa. Electrodes. E. J. Brady, pres.; M. G. Sedam, exec. vice-pres.; E. R. Walsh III, gen. sales mgr.; F. L. Blodgett, asst. gen. sales mgr.; C. H. Zarfoss, pur. agt.; C. W. Pilkey, adv. mgr.; J. H. Bell, treas. and compt. **Det. Rep.**—Bird Gas Corp., 12820 Evergreen rd., Detroit 23, Mich.; Robinson Welding Supply Co., 8706 Lyndon ave., Detroit, Mich.

ALMETAL UNIVERSAL JOINT CO., 1555 E. 55th st., Cleveland 3, O. Universal joints, propeller shafts. T. R. Navin, pres.; E. P. Rollings, vice-pres., gen. mgr.; S. S. Richhart, secy-treas.; W. J. Murtaugh, wks. mgr.; E. E. Nygren, cf. engr.; H. J. Burmeister, pur. agt.; F. C. Wills, traf. mgr.

ALPHA CORP., 179 Hamilton ave., Greenwich, Conn. Molykote lubricants. Alfred Sonntag, pres.; David M. Noltie, vice-pres.; John Toms, secy.; Christine Sonntag, treas.; George Walsh, adv. mgr. **Adv. Agcy.** — George Walsh, Vineland, N. J.

ALSOL PRODUCTS CO., 154 Clifford st., Newark, N. J. Auto wax, white tire spray, bug remover, spot and tar removers, auto wash, upholstry shampoo, window, parts, radiator and block cleaners, shock absorber fluid, rubbing compounds and tru-glo silicone polish and cleaner. A. I. Furman, pur. agt., partner; H. S. Furman, partner. **Adv. Agcy.**—The Furman Co.

ALTON AUTO PRODUCTS, 281 North 6th st., Brooklyn 11, N. Y. Bumper guards and parts. Milton M. Shamitz, gen. mgr.; Mac Frank, wks. mgr., chief engr. **Adv. Agcy.** — Furman Co., Inc., New York, N. Y.

ALUMINUM ALLOYS CORP., 6650 W. Walton ave., Detroit 10, Mich. Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day, vice-pres., gen. mgr. and sales mgr.; L. R. Tower, secy.; L. A. Gerber, treas. and pur. agt.; Patrick W. Kennedy, prod. control.

ALUMINUM CO. OF AMERICA, Alcoa bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cable, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, pistons. Roy A. Hunt, chmn. exec. com.; Alfred M. Hunt, secy.; Gordon W. Cameron, treas.; F. L. Magee, vice-pres., prod. mgr.; I. W. Wilson, pres.; R. V. Davies, vice-pres. and sales mgr.; Arthur P. Hall, vice-pres. chg. of pub. rel. and adv.; F. C. Stakel, adv. mgr.; Thomas D. Jolly, vice-pres., cf. engr.; Ralph O. Keefer, pur. agt. **Mgr. of Auto Sales**—Frank C. Barrows, 1027 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — Fuller & Smith & Ross, Inc., Cleveland, O. B. W. Schellenbach, acct. exec.

ALUMINUM INDUSTRIES, INC., 2438 Beekman st., Cincinnati 25, O. Aluminum castings; hardened, ground and forged steel parts; aluminum paints and varnishes; aluminum pistons; piston pins; valves and water pumps. John W. Craig, pres. and gen. mgr.; R. J. Roshirt, vice-pres.; R. G. Tessendorf, vice-pres.; L. H. Kyte, secy.; J. H. Favret, treas.; Fred Eaton, wks. mgr., (foundry div.); Emil Schneil, supt., (steel parts div.); R. E. Hater, sales mgr., (mfg. div.); S. M. Kennedy, sales mgr., (service div.); L. B. Paris, sales mgr., (paint and varnish div.) Bruce V. Keller, adv. mgr.; W. M. Jacob, cf. engr.; W. H. Hodeck, traf. mgr.; B. V. Keller, pub. rel. mgr. **Det. Rep.**—B. J. Plumley, 809 New Center bldg. **Adv. Agcy.**—The Keelor & Stites Co., Cincinnati 2, O. P. R. Hume, acct. exec.

ALVIN PRODUCTS, INC., 20-22 Houghton st., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. and gen. mgr. **Adv. Agcy.**—Adcraft, Worcester, Mass. Albert J. Charron, acct. exec.

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AMALIE DIVISION, L. Sonneborn Sons, Inc., 300 Fourth ave., New York 10, N. Y. Lubricating oils for automotive and Diesel engines and complete line of automotive lubricants and greases. Lee R. LaViez, sales mgr.; W. E. Hoyer, adv. mgr. **Det. Rep.**—James D. Mahoney, 340 S. Rogers st., Northville, Mich. **Adv. Agcy.**—Humbert and Jones, New York. Ralph Jones, acct. exec.

AMERICAN AUTO - FELT CORP., 617 Crosby st., N. W., Grand Rapids 4, Mich. Pads and padding, cotton batts, cotton and automotive sewed parts. W. W. Hoagland, pres.; Carl H. Richards sr., vice-pres.; Joseph Ginsburg, secy., treas.; H. C. Ripley, asst. treas. **Det. Office**—1126 Buhl bldg.

AMERICAN AUTOMATIC DEVICES CO., 530 S. Throop st., Chicago 7, Ill. Rubber rim mirrors, clearance lights, foto-ray reflectors, flares and flare accessories, gas tank caps, pedal pads, etc. Oliver C. Ritz-Woller, pres., treas., gen. mgr.; Z. C. Ritz-Woller, vice-pres., secy.; Al Cherry, sales mgr. O.E.M. div.; W. G. MacMann, sales mgr., jobber div.; Perry H. Renwick, chief engr.; Gene Paprota, pur. agt.

AMERICAN BODY & TRAILER, INC., 1500 Exchange ave., Oklahoma City, Okla. Trailers; heavy duty oilfield, aluminum produce, refrigerated trailers and bodies, livestock; beverage and farm truck bodies. R. R. King, pres.; A. J. Hankinson, vice-pres., sales mgr.; Cliff Barrett, secy.-treas., gen. mgr.; Boyd Anderson, adv. mgr.; John Surovik, chief engr.; H. A. Krampert, pur. agt.; Gene Dishman, parts and acc. mgr.. **Adv. Agcy.**—Erwin Wasey and Co., Oklahoma City, Okla. Ellis Gibson, acct. exec.

AMERICAN BOSCH CORP., 3664 Main st., Springfield 7, Mass. Aircraft and industrial magnetos, automotive generators, voltage regulators, ignition coils, electric windshield wipers, small motors, nickel cadmium batteries, fuel injection equipment. Donald P. Hess, pres.; Foster N. Perry, exec. vice-pres.; Walter McAllister, Sidney E. Miller, Herbert S. Riddle, W. Chester Robinson, Donald H. Spicer, vice-presidents; Frank I. Bertsch, treas.; Raymond C. Farrell, contr.; James M. Carroll, secy.; Richard C. Keane, mgr. electrical sales; John H. Flaskamper, mgr. fuel injection sales; W. Thomas Stark, mrg. military sales; F. J. Mackey, service sales mgr.; Raymond L. Vaughn, adv. mgr.; Fred

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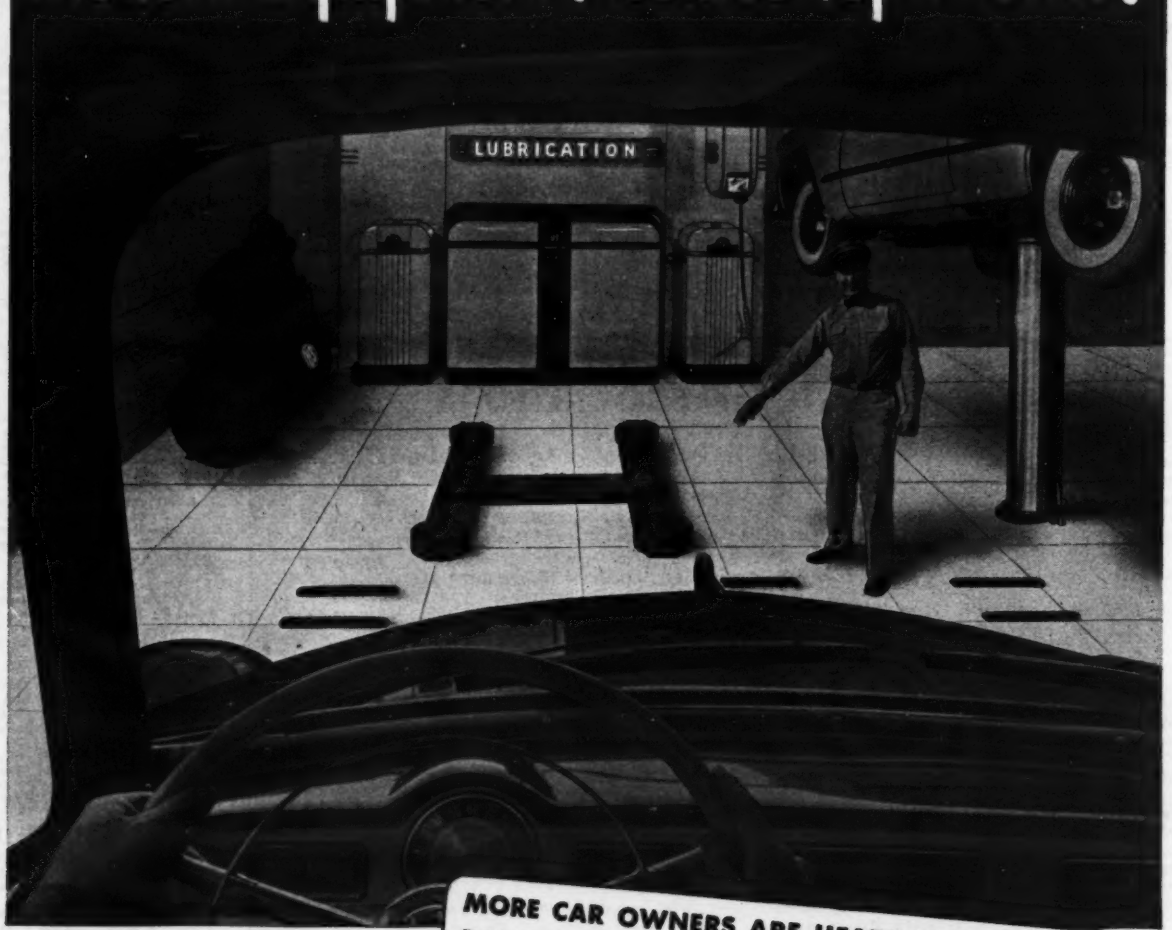

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Who's Who in Auto Industry

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Behrens, serv. mgr. Daniel Sweeney, pur. agt.; Francis G. Miller, traffic supervisor. **Det. Rep.**—E. K. Von Mertens, Maccabees bldg., 5057 Woodward ave., Detroit 2, Mich. **Adv. Agcy.**—Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

AMERICAN BRAKE SHOE CO., Kellogg Div., 97 Humboldt st., Rochester 9, N. Y. Air compressors, paint spray equipment. William T. Kelly jr., pres.; William H. Starbuck, vice-pres.; George N. Decker, vice-pres.; J. Robert Pauline, wks. mgr.; Fred L. Cogswell, sales mgr.; Robert W. Marien, adv. mgr.; William J. Foley, svc. mgr.; Donald S. Judd, pur. agt. **Det. Rep.**—Don Sullivan, 4600 Merritt ave. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland, O. E. J. Howe, acct. exec.

AMERICAN BRAKERLOK DIV., American Brake Shoe Co., 4600 Merritt ave., Detroit 9, Mich. Brake linings. M. B. Terry, pres.; D. K. Rennie, vice-pres.; J. D. Hinton, sales asst. to pres.; W. B. Crannis, original equipment sales mgr.; H. M. Siverts, replacement sales mgr.; R. G. Robison, asst. replacement sales mgr.; J. E. Durand, adv. mgr.; R. L. Berry, mgr. A-B-K sales; R. F. Utermohlen, mgr. contract sales; G. C. Maul, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. E. J. Howe, acct. exec.

AMERICAN BRASS CO., 414 Meadow st., Waterbury 20, Conn. Rod, sheet, tube, wire, shapes, eyelets, stampings, flexible metal hose, forgings. John A. Coe jr., pres.; W. M. Moffatt, exec. vice-pres.; E. M. Bleser, secy.-treas.; Robert R. Vance, wks. mgr.; J. Lockwood, vice-pres., sales; E. B. Tracy, sales mgr.; M. B. Allan, asst. sales mgr.; Joseph F. Hobbins, adv. mgr.; Carl E. Woodward, dir. sales prom.; R. H. Pidge, asst.; E. A. Lane, pur. agt.; David Diggetts, traf. mgr. **Det. Rep.**—K. G. White, vice-pres., 174 S. Clark ave., Detroit 31, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, New York City. Grayson Lathrop, acct. exec.

AMERICAN CAN CO., 100 Park ave., New York 17, N. Y. Antifreeze, motor oil, auto polish (wax, liquid and paste), radiator cleaner, enamel, paint, touch-up and fuel additive cans. W. C. Stolk, pres.; D. B. Craver, vice-pres., E. Hoffman, secy.-treas.; F. G. Jewett, sales prom. mgr. **Det. Rep.**—R. G. Warmbold, 7430 Second blvd. **Adv. Agcy.**—Young & Rubicam, New York, N. Y. Frank Henderson acct. exec.

AMERICAN CHAIN DIV., American Chain & Cable Co., Inc., 454 E. Princess st., York, Pa. Tire chains, farm tractor chains, cotter pins, towing and sling chains, tire chain tools, tire chain repair parts. W. F. Wheeler, chmn. of the bd.; C. N. Johns (N. Y.), pres.; W. D. Kirkpatrick (York, Pa.), vice-pres.; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; J. J. Thiebauth (York, Pa.), prod. mgr.; Clifford G. Stroter, (Bridgeport), dir. of pur.; M. C. Ness, asst. dir. of pur.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AMERICAN FELT CO., Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). J. T. Lawless, pres.; J. F. Marshall, Wm. H. Lehmberg, H. Boeddinghaus, vice-presidents; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; J. F. Marshall, sales and adv. mgr.; Ward Seeley, asst.; W. H. Lehmberg, cf. engr.; K. R. Peattie, pur. agt.; G. P. McShane, asst.; H. F. Roche, traf. mgr. **Det. Rep.**—H. B. Foersterling, H. A. Bolton, 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.**—St. Georges and Keyes, Inc., 250 Park ave., New York 17, N. Y.

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AMERICAN FORGING & SOCKET CO., Pontiac 19, Mich. Pressed metal stampings, and assemblies. Seats and seat backs, seat adjusters, brake levers, hinges, farm implement parts, gear shift housings, hood locks, radiator grilles, window guides, armament materiels, miscellaneous parts. Goodloe H. Rogers, pres., gen. mgr.; Fred G. Hawke, secy.-treas.; Robert B. Stewart, asst. to pres.; Francis H. Lewis, opers. mgr.; J. D. Boardman, C. S. McCarthy, sales reps.; Roy E. Woolens, factory mgr.; C. S. McCarthy, dir. of engrg.; Edwin D. Scott, research engr.; F. J. McElhaney, W. L. McRae, D. S. Ferguson, P. H. Kemp, pur. agt.

AMERICAN GREASE STICK CO., 1146 Hoyt st., Muskegon, Mich. Door-Ease stainless stick lubricant, dripless oil, graphited lock fluid, rubber lubricant. Harold Rosen, gen. mgr.; Leo S. Rosen, sales mgr.; Douglas A. Rosen, sales prom. mgr.; C. W. Smith, asst. sales mgr. **Det. Rep.** — A. Rus Wendell Co. **Adv. Agcy.** — Simmonds & Simmonds, Chicago, Ill. Claude Brewer, acct. exec.

AMERICAN INSTALLMENT CREDIT CORP. (American Bank Credit Plan), 103 Park ave., New York 17, N. Y. Automobile finance. George Olmsted, pres.; George C. Johnstone sr., vice-pres.; P. A. MacSween, vice-pres.; Karl P. Anderson, secy.; J. P. Christianson, treas.

AMERICAN LACQUER SOLVENTS CO., P. O. Box 271, Phoenixville, Pa. Automotive lacquers, enamels, lacquer thinners, enamel reducers and special finishes. Harry E. Stone, pres. and treas.; Ernest H. Grice, vice-pres., gen. mgr., pur. agt. **Adv. Agcy.**—John P. Eldridge, Philadelphia, Pa.

AMERICAN LIQUID GAS CORP., 1109 Santa Fe ave., Los Angeles, Calif. Carburetors, converters, regulators, filters and installation kits for liquid petroleum gas conversion of internal combustion engines; complete L. P. gas service station equipment. Harold W. Smith, pres.; William T. Hagny, vice-pres., secy.; R. H. Hoyt, treas.; Robert E. Barnea, sales mgr.; Lester L. Luxon, chief engr.; Rudy Bilcik, pur. agt. **Det. Rep.** — Willard Asher, 424 Book bldg., Detroit 26. **Adv. Agcy.** — Don Mack, Mack-Wharton Adv. Agcy., Los Angeles, Calif.

AMERICAN METAL PRODUCTS CO., 5959 Linsdale ave., Detroit 4, Mich. Steel tubular automotive; torque tubes, hood hinges; parts and stampings; headlamp ball rings; seat frames, axle housings. F. C. Matthaei, pres., gen. mgr., D. F. Roby, vice-pres.; F. C. Matthaei jr., secy.; A. M. Mras, treas.; F. S. Laurie, wks. mgr.; E. Wright Yount, sales mgr.; Ned Diefendorf, asst. sales; Roland Spedden, adv. mgr.; R. J. Williams, chief engr.; S. D. Bullock, pur. agt.; J. O'Sullivan, traffic mgr. **Det. Rep.**—D. F. Roby, 5959 Linsdale, Detroit 4, Mich. **Adv. Agcy.**—Roland Spedden Agcy., Detroit, Mich.

AMERICAN MUFFLER CO., 1280 Tremont st., Boston 20, Mass. Hand choke adapters, auto clothes carriers, tailpipe hangers, mufflers clamps. Alex Karpoff, pres.; Jacob Leader, gen. mgr.; George Tucker, wks. mgr.; Malvin Blotcher, sales mgr. **Det. Rep.** — Mark Berman, 2722 Webb ave. **Adv. Agcy.**—Hirshon-Garfield Co., Boston, Mass.

AMERICAN OCTANATOR CORP., 2107 Industrial Trust bldg., Pawtucket, R. I. Air filter and humidifying device, magnetic, radiator cleaner and water softening device, directional signal and rear view mirrors. Antoine Gazda, pres.; Robert Perret, vice-pres., secy.-treas.; C. S. Morrell, sales and plant mgr.

AMERICAN OPTICAL CO., 60 Mechanic st., Southbridge, Mass. Industrial safety equipment, sun glasses. Walter A. Stewart, pres.; Dr. Brian O'Brien, E. W. Schumacher, I. W. Wilson, H. S. Woodbridge, vice-presidents; Rogers Donaldson, secy. and gen. counsel; J. E. Rischitelli, compt.; Arne Oker, adv. mgr.; C. E. Hart, export sales mgr.; G. A. Anderson, pub. rel. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. (National Institutional Advertising; Sun Glass div.), John A. Lamb, acct. exec. Sutherland-Abbott, 234 Clarendon st., Boston 16, Mass. (Safety Products div., advertising), Frank A. Keller, acct. exec.

AMERICAN PAINT CO., 902 N. Larrabee st., Chicago 10, Ill. Lacquer, synthetic enamels, undercoatings. U. M. Roberts, pres.; W. A. Larson, vice-pres.; P. R. White, secy.; E. M. Anderson, treas.

AMERICAN PLAN CORP., 44 Wall st., New York, N. Y. Specialists in automobile physical damage insurance requirements of automobile dealers and financial institutions. Mark M. Hart, pres.; Clyde Cunnagin, vice-pres.; M. Weinberg, vice-pres. and treas.; H. W. Nunn, vice-pres. and secy.; Gerard J. Wink, asst. treas.; Wm. L. Olsen, asst. secy.

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AMERICAN SPONGE & CHAMOIS CO., INC., 49-51 Ann st., New York 38, N. Y. Natural sponges, cellulose sponges, domestic chamois, imported English and French chamois, Loofas, cleaning cloths, car washing mitts. Arthur J. Sloss, pres.; Edward C. Riley, exec. vice-pres., gen. mgr.; Arthur B. Stern, Paul L. Mansell, Sam C. Ness, Jerome M. Stern, vice-presidents; James L. Schatz, secy; Charles L. Lipsig, treas. **Det. Rep.**—John J. Mansell, c/o Tu-Way Products, 325 Lafayette bldg., Detroit, Mich. **Adv. Agcy.**—Curtis Adv. Co., 270 Park ave., New York, N. Y.

AMERICAN SPRING & WIRE SPECIALTY CO., 816 N. Spaulding ave., Chicago 51, Ill. All types of springs; compression, extension and torsion; wire forms and light metal stampings. Stanley P. Dyba, pres.; I. H. Dyba, vice-pres.; E. C. Spaak, wks. mgr.; Paul L. Kish, sales and adv. mgr.; Paul Thompson, cf. engr.; Henry L. Schroeder, pur. agt.; Karl Kalas, asst.; E. F. Lessner, traf. mgr.; Lucile Wesner, pub. rel. mgr. **Det. Rep.**—Stanley J. Roberts, 5-259 General Motors bldg.

AMERICAN STEEL & WIRE, Div. U. S. Steel Corp., Rockefeller bldg., Cleveland 13, O. Cold rolled and stainless steel strip, springs, spring wire, control cable. W. F. Munford, pres.; H. M. Francis, vice-pres. in chg. of sales; John Graham, gen. sales mgr.; O. B. Stauffer, adv. mgr. **Det. Rep.** — E. A. Murray, Dist. Sales Mgr., General Motors bldg., Detroit, Mich.

AMERICAN TWIST DRILL CO., 14301 W. Chicago blvd., Detroit 28, Mich. High speed steel twist drills. Wm. F. Murray, pres.; H. M. Campbell, vice-pres.; E. Lovett, secy.-treas., pur. agt.; J. W. Wagus, sales mgr.; D. Liberty, cf. engr.

AMERICAN WINDOW GLASS CO., 9 West Park Way, Pittsburgh 12, Pa. Safety glass. A. S. Crandon, pres.; J. L. Williams, exec. vice-pres.; K. S. Wilson, vice-pres., sales; H. D. Menoher, gen. supt. factories; C. F. Wood, cf. engr.; H. W. Stedeford, pur. agt.; W. T. Lowe, traf. mgr.; John Morris, pub. rel. mgr.; **Det. Rep.**—J. W. Benson, 5-155 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—A. P. Hill Co., 233 Oliver ave., Pittsburgh 22, Pa.

AMES CO., B. C., 12 Ames st., Waltham 54, Mass. Cylinder gauges, micrometer dial indicators, micrometer dial gauges. Warren Ames, pres. and gen. mgr.; H. G. Haynes, secy.-treas. and pur. agt.; H. B. Kruse, sales mgr. **Det. Rep.**—B. C. Ames Co., 719 New Center bldg., De-

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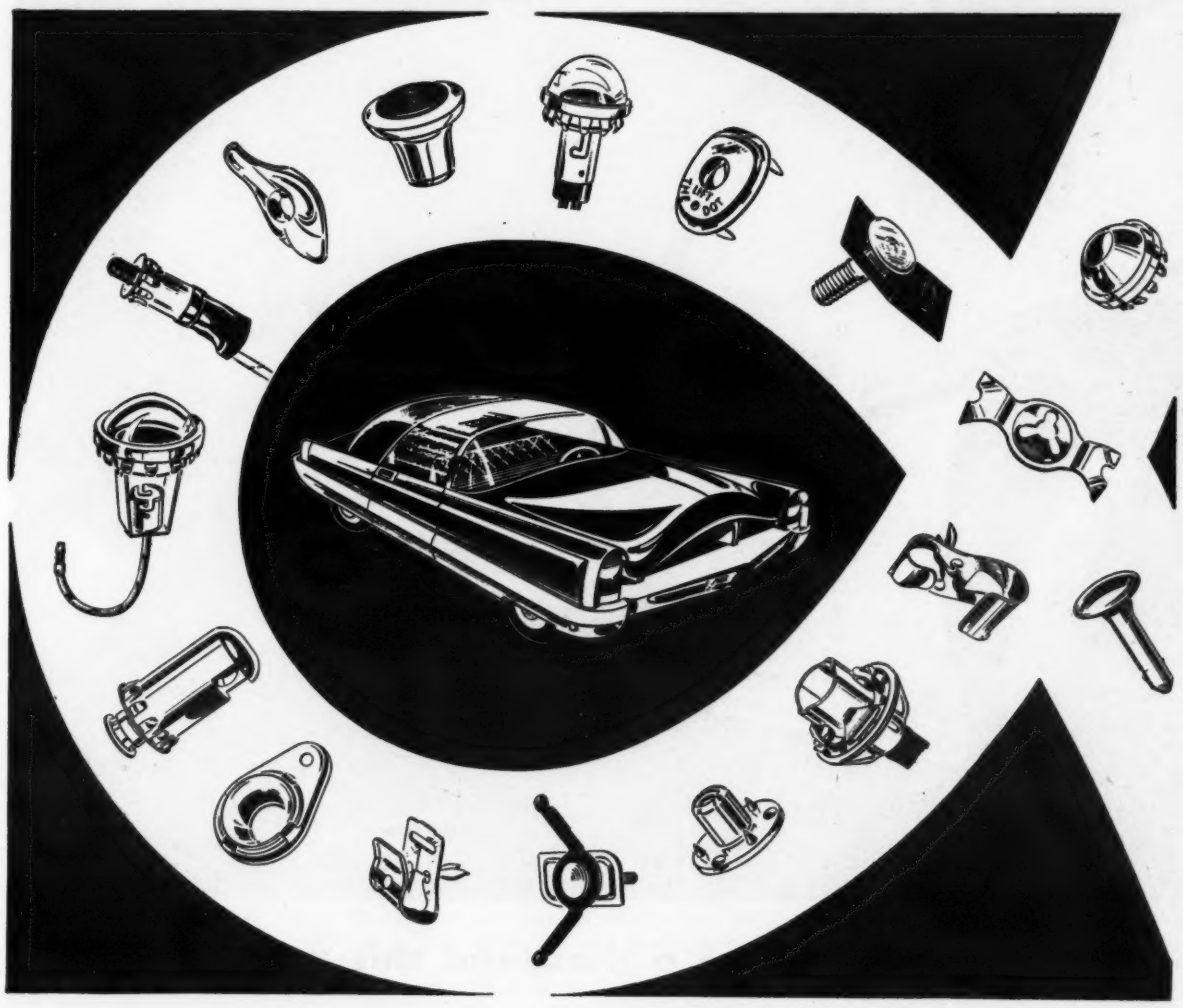

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Who's Who in Auto Industry

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troit. **Adv. Agcy.**—H. A. Loudon, Adv., Inc., Statler Office bldg., Boston 16, Mass.

AMGEARS, INC., 6633 E. 65th st., Chicago 38, Ill. Automotive, aircraft and industrial gears, spline shafts and transmissions. Ralph S. Geddes, chmn. of bd.; S. L. Crawshaw, pres.; T. V. Purvin, gen. sales mgr.; M. F. Frankel, mfg. mgr.

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AMOS MOLDED PLASTICS, Div. of Amos-Thompson Corp., South Kyle st., Edinburg, Ind. Injection molded thermoplastic parts. Roy Amos, pres.; Bice Roth, vice-pres.; Dale Amos, secy.-treas., gen. mgr.; Frank Dell, sales mgr.; H. L. Conover, adv. mgr.; J. C. Kazimier, cf. engr. **Det. Rep.**—Fred A. Cole, 225 East Baltimore ave., Detroit 2, Mich. **Adv. Agcy.** — Sidener & Van Riper, Inc., Indianapolis, Ind. Horace Moorman, acct. exec.

AMPLEX DIVISION, CHRYSLER CORP., 6501 Harper ave., Detroit 31, Mich. Oilite powdered metal products for civilian and military use. A. J. Langhammer, pres.; D. B. Martin, vice-pres. in chg. of sales; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; A. H. Merschel, asst. to the pres.; L. T. Toulouse, works mgr.; William Kirk, supt.; M. L. Cobb, planning supt.; K. H. Kuhlen, sales mgr. **Adv. Agcy.** — Witte & Burden, Detroit, Mich. W. Wilson Burden, acct. exec.

AMPLEX ENGINEERING CO., INC., 2510 Grand ave., New Castle, Ind. Die cast automobile wheel balancing weights. W. N. Waters, pres., gen. mgr.; Russell Waters, vice-pres., wks. mgr.; Ruth Hays, secy. **Adv. Agcy.** — Bob Robinson Adv. Agency, Muncie, Ind.

ANCHOR PLASTICS CO., INC., 36-36 36th st., Long Island City 6, N. Y. Precision custom extrusions in thermoplastics. Richard A. Fisch, pres.; R. Marx, adv. mgr. **Adv. Agcy.** — Conti, Ridgewood, N. Y. A. Bagar, acct. exec.

ANCHOR POST PRODUCTS, INC., Fluid Heat Div., 6500 Eastern ave., Baltimore 24, Md. Heaters for vehicles. W. F. Brannan, pres.; C. W. Burton jr., vice-pres.; G. Ferris, secy.; C. John Gross, treas.; M. J. Donahue, gen. mgr.; John Case, vice-pres., wks. mgr.; C. E. Woolen and J. J. Albright, sales mgrs.; J. H. Peterson, asst. sales; Thomas F. May, adv. mgr.; D. L. Wooden, cf. engr.; C. Bishop, pur. agt.; R. Pilsen, traf. mgr. **Det. Rep.** — C. E. Woollen, P. O. Box 35, 14325 Telegraph rd., Brightmoor Station. **Adv. Agcy.** — Vansant Dugdale, Baltimore, Md. C. M. Buchanan, acct. exec.

ANDERSON CO., INC., O. L., 1347 Fort st., Detroit 7, Mich. Fuel tanks, sheet metal sub assemblies, stampings, experimental or sample work. Herman J. Koch, pres.; Joe C. Cook, vice-pres., sales mgr.; Geo. J. Jones, vice-pres., wks. mgr.; M. D. Wilson, secy., treas.; Henry Higgins, pur. agt.; R. B. Koch, asst. secy. and treas. **Adv. Agcy.**—Atherton Adv. Agency, Detroit, Mich.

ANDERSON CO., THE, 1075 Grant, Gary, Ind. Windshield wiper arms and blades, heavy duty blades, vacuum windshield wiper motors, glass cleaner pads, clamp-on-car-door rear view mirrors, granulated hand soap. John W. Anderson, pres. and gen. mgr.; Edward Larson, exec. vice-pres., treas.; Richard S. Melvin, secy.; K. W. Wittenberg, wks. mgr.; H. G. Rudd, gen. sales mgr.; P. W. Kurtz, adv. mgr.; S. J. Okleja, chief tool engr.; C. E. Hulbert, pur. agt. **Det. Rep.** — George Cherry, 1010 Fisher bldg., Detroit. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago, Ill. Wallace Meyer, acct. exec.

ANDERSON-PRICHARD OIL CORP., Liberty Bank bldg., Oklahoma City 2, Okla. By-products of petroleum. Roland Rodman, pres.; C. H. Dresser, Ind. sales vice-pres.; Neale Boyd, secy., treas.; R. C. Arnold, pur. agt.; James R. Lewallen, traf. mgr. **Det. Rep.**—Grow Solvent Co., 14100 Stansbury ave., Detroit 27, Mich. **Adv. Agcy.**—Erwin Wasey Co., First National Bank bldg., Oklahoma City, Okla.

ANGIER CORP., 50 Fountain st., Framingham, Mass. Waterproof and greaseproof wrapping, shipping and building papers, plain, creped and reinforced, corrosion preventive papers. Albert J. Thiel, pres. and treas.; Louis S. Kimball, vice-pres.; Dorothy E. Dwyer, secy.; Everett D. Cookson, Mark S. Eaton, asst. sales mgrs.; Ernest R. Dearborn, plant engr.; Leonard F. Hanna, pur. agt. **Det. Rep.**—Sidney M. Davey, 14255 Schaefer. **Adv. Agcy.** — Larcom-Randall, Boston, Mass. Edward W. Fischer, acct. exec.

ANSIN & CO., INC., J., 145 South st., Boston 11, Mass. Nylons, rayons, lastex and plastics (for automobile seat covers). Jack Ansin, pres., treas.

ANSONIA MILLS, INC., 350 Fifth ave., New York, N. Y. Elastic fabrics. Edward J. Ziskind, pres.; Abram Berkowitz, secy.; Abraham Ziskind, treas.; Leonard K. Berkowitz, wks. mgr.; David F. Squire, sales mgr. **Adv. Agcy.** — Bachenheimer-Lewis, Inc., New York, N. Y.

ANTHONY CO., Streator, Ill. Dump bodies, hydraulic hoists, farm body hoists and boxes, elevating tailgates. W. C. Anthony, chmn. of bd.; G. A. Duis, pres.; C. H. Worrells, vice-pres., sales; A. L. Voggenthaler, vice-pres. of operations (includes cf. engr.); P. B. Heflin, secy.; J. E. Lyons, treas.; W. E. Goebel, parts and serv. mgr.; C. Tapley, pur. agt.; M. Ryan, traf. mgr. **Det. Rep.** — Frank L. Jursik, 21415 Mound rd., Base Line, Mich. P. O. Box 307. **N. Y. Rep.**—Howard E. Campbell, Fred French bldg., rm. 356, 551 Fifth ave., New York, N. Y.

ANZICK MANUFACTURING CO., 23675 Mound rd., Van Dyke, Mich. Auto body door replacement panels (steel); chrome door edge mouldings. A. J. Anzick, pres.; W. Stansberry, vice-pres. **Det. Rep.**—Roy Baldwin Co., 15111 W. Nine Mile rd. **Adv. Agcy.**—Brindley Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

APEX MANUFACTURING CO., 1501 Powell st., Emeryville 8, Calif. Portable oil drain, garden tractors, quick oil changer, hand and air operated oil dispensers, paper towel dispensers. Lloyd A. Johnson, pres.; Mary Johnson, vice-pres.; Joseph P. Carlevaro, secy., treas., gen. mgr., cf. engr.; David P. Perreira, pub. rel. mgr., pur. agt.; Kelsey J. Wood, parts and acc. mgr.

APPLETON ELECTRIC CO., 1701-59 Wellington ave., Chicago 13, Ill. Spotlights, utility lights. Arthur I. Appleton, pres. and treas.; F. W. Wehrheim, vice-pres., sales; A. E. Gerstenberger, vice-pres., finance; L. Markshaller, Lighting div. mgr.; J. B. W. Foringer, ind. rel.; M. Schreiber, secy.; George Fauser, sales mgr., auto div.; C. A. Bloom, mgr. adv. dept.; J. O. Howard, jr., asst. mgr. adv. dept.; Nils Tornblom, cf. engr.; W. A. Robertson, pur. agt.; J. Janecko, asst. **Det. Rep.**—H. A. Buegel, 3049 E. Grand blvd., Detroit. **Adv. Agcy.** — Kencliffe, Breslich & Co., Chicago, Ill. Herman Breslich, acct. exec.

APPLIED ARTS CORP., 365 Lane ave., S.W., Grand Rapids 4, Mich. Precision metal stampings, plating, and assemblies for automotive and home appliances. Earl S. Fogle, exec. vice-pres. and gen. mgr.; Detroit sales office, 409 Curtis bldg., Detroit 2, Mich. Walter H. Wendell, jr., secy. and asst. treas.; John H. Whitman, engr.

ARCO CO., THE, 7301 Bessemer ave., Cleveland 27, O. Subsidiary of American-Marietta, Co. Lacquers, synthetic enamels, lacquer and synthetic blacks, undercoats, thinners, rubbing compounds, color bars, color machines, drying lamps, color shading lamps. Kenneth E. Clarke, pres.; E. Spoerry jr., exec. vice-pres.; J. H. Libbey, wks. mgr.; R. P. Dodds, merch. mgr.; E. N. Grossman, sales mgr.; E. J. Offtermatt, asst. sales mgr.; A. F. Berliner, adv. mgr.; E. J. Barnhart, cf. engr.; L. J. Esther, pur. agt.; Robt. Baker, asst.; E. J. Surtz, traf. mgr. **Adv. Agcy.**—Bayless, Kerr Co., Hanna bldg., Cleveland, O. L. A. Schweizer, acct. exec.

ARKANSAS FUEL OIL CORP., P. O. Box 1117, Shreveport 4, La. Petroleum and petroleum products. R. L. Kidd, pres.; H. T. Goss, vice-pres.; J. A. Welch, vice-pres. and mgr. mktg. div.; J. S. Sheffield, secy.; M. J. Lasseigne, treas.; E. L. Caster, mgr., exploration div.; C. W. Hughes, mgr., production div.; F. H. Ramseur, mgr., natural gas div.; P. H. Duval, mgr., oil pipeline div.; A. W. Trusty, chief chemist; George Conger, atty.; L. F. Babcock, chief engr.; C. Shinault, dir., serv. dept. (purchasing); Lester Moore, adv. mgr.; V. H. Luneborg, dir. of personnel.

ARLINGTON, ALUMINUM CO., 19011 W. Davison, Detroit 23, Mich. Component parts from aluminum sheet or extrusions; aluminum display frames; aluminum tripod easels. Grant Folin, pres.; David S. Howell, vice-pres. mfg. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit 2, Mich. Charles F. Pineau, acct. exec.

ARMCO STEEL CORP., 703 Curtis st., Middletown, O. Stainless steel sheets, strip, plate, bars, wire and angles, galvanized steel sheets, zinc-coated steel sheets, strip; aluminum-coated sheets; steel tubing. W. W. Sebald, pres.; L. J. Johnston, vice-pres., sales; Frank Fanning, vice-pres. operations; E. A. Correa, secy.; F. D. Danford, treas.; W. B. Quail, mgr. sales div.; H. V. Mercer, adv. mgr.; W. F. Tuttle, cf. engr.; J. S. Thomas, pur. agt.; E. H. Dorenbusch, gen. traf. mgr.; H. W. Wright, pub. rel. **Det. Rep.**—R. L. Shugg, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—N. W. Ayer & Son., Inc., Philadelphia, Pa. K. D. Pulcipher, acct. exec.

ARMOUR AND CO., N. Benton rd., Alliance, O. Coated abrasives. R. H. Jackson, gen. mgr.; R. N. Christensen, gen. supt.; R. A. Lynch, sales mgr.; R. B. Keef, supt.; Frank Baker, office mgr.; Jack Devereau, pur. agt. **Det. Rep.**—M. J. Morrison, 75 Oakman blvd., Highland Park 3, Mich. **Adv. Agcy.**—Foote-Cone-Belding, Chicago, Ill.

ARMSTRONG CORK CO., Liberty st., Lancaster, Pa. Gaskets, seals, packings, sound and vibration damping felt, adhesives, fiber sheet packings, mechanical specialties, natural cork products, cork composition products, resilient floorings, wall coverings, acoustical materials, insulation products, refractories. C. J. Backstrand, pres.; Kenneth O. Bates, exec. vice-pres.; C. N. Painter, vice-pres. and gen. mgr., floor and indus. operations; Keith Powlison, vice-pres., secy.; M. J. Warnock, vice-pres., treas.; W. B. Tucker, gen. sales mgr., ind. div.; H. C. Simpson, mgr., floor prod. dept.; R. M. Hill, mgr., cork and rubber prod. dept.; C. B. Grove, mgr., cork products dept.; D. P. Paiste, mgr., felt and fibrous prod. dept.; A. J. Slosser, mgr., ind. adhesives dept.; Max Banzhaf, dir. of adv., prom.; Roy Minet, head, ind. creative sec. of adv. and prom. dept.; G. A. Reinhard jr., cf. engr.; M. L. Lampe, gen. pur. agt. **Det. Rep.** — Armstrong Cork Co., 10th Floor, Free Press bldg., 321 Lafayette ave., W. **Adv. Agcy.** — Batten, Barton, Durstine & Osborne, New York, N. Y.

ARMSTRONG-NORWALK RUBBER CORP., Div. of Armstrong Rubber Co., 20 Glover ave., Norwalk, Conn. Tires, tubes, foam rubber products. F. Machlin, pres.; J. A. Walsh, sr., chmn. of bd.; F. L. Dwyer, treas.; C. E. Rueckert, gen. mgr.; L. Sklarz jr., adv. mgr.; A. A. Hall, sales mgr.; H. A. Bourne, factory mgr.; R. L. Carlson, foam prod. mgr.; H. M. Montague, plant eng.; A. B. Nordin, pur. agt.

ARMSTRONG RUBBER CO., 475 Elm st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes. James A. Walsh sr., chmn. bd. of directors; Frederick Machlin, pres.; Charles K. Novotny, vice-pres. mfg.; Eugene A. Roberts, vice-pres. research and development; John H. Fielding, vice-pres.; Paul L. Giblin, vice-pres., sales; Frank L. Dwyer, secy. and treas.; James A. Walsh jr., factory mgr.; Leo Sklarz jr., adv. mgr.; J. B. Florence, cf. engr.; A. B. Nordin jr., pur. agt.; Edw. Bates,

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Who's Who in Auto Industry

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traf. mgr. **Adv. Agcy.** — Blow Co., Inc., New York, N. Y. William Mahu, acct. exec.

ARN-WOOD CO., 610 W. Colfax, Denver 4, Colo. Coil spring spacers and compensators, knee action shims, camber and caster correcting tools. R. S. Arnold and C. E. Woodend, partners.

ARNDT-PALMER LABORATORIES, INC., Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy.-treas.

ARNES, H. L., INDUSTRIES, INC., 250 W. 57th st., New York 19, N. Y. Armstrong Siddeley cars and diesel (industrial) engines. H. L. Arnes, pres.; Douglas Kane, vice-pres., treas., gen. mgr.; Bernard B. Smith, secy.; George Wheeler, tech. dir. **Adv. Agcy.**—William Houlton, 436 W. 22 st., New York, N. Y.

ARNOLT, S. H., 415 East Erie st., Chicago 11, Ill. Importers and distributors of MG, Nardi, Deutsch-Bonnet, Morris, Aston Martin, Riley, Bentley, Rolls Royce, Daimler. Manufacturers of Arnolt Car, Arnolt Bristol. S. H. Arnolt, pres. and treas.; James Clark Smith, vice-pres. and secy.; Esa M. Zacharia, gen. mgr.; Jack Y. Nakagawa, wks. mgr.; Thos. J. Rosso, wholesale mgr. **Adv. Agcy.**—Scantlin & Co., Chicago 11, Ill. V. L. Scantlin, acct. exec.

ARO EQUIPMENT CORP., Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products and grease fittings. J. C. Markey, pres.; R. W. Morrison, vice-pres.; A. N. Abelson, vice-pres.; L. L. Hawk, secy.-treas.; G. S. King, adv. mgr. **Det. Rep.**—J. C. Hurley. **Adv. Agcy.** — Beeson-Reichert, Inc., Toledo, O.

ARO TOP SALES CO., 1089 Commonwealth ave., Boston 15, Mass. Replacement convertible tops, plastic top covers, plastic rear curtains, top pads, rear quarter pads. J. R. Hamlin, gen. mgr.; George Shapiro, sales mgr.; Quentin Hamlin, asst. sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

ARROW ALUMINUM CASTINGS CO., 3135 Berea rd., Cleveland 11, O. Aluminum sand and permanent mold castings. Peter J. Petto, pres.; Peter J. Petto jr., vice-pres.; R. B. Wolfe, treas. and pur. agt.; J. E. Simon, gen. mgr. **Det. Rep.** — Hutchinson Sales Co., 2832 E. Grand blvd., Detroit 11, Mich.

ARROW SAFETY DEVICE CO., Holeman st., Mount Holly, N. J. Automotive lighting and safety equipment. A. Hopkin jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; Roy H. Stevens, works mgr.; Henry D. Lodge, sales mgr.; Robert R. Rossi, cf. engr.; Norman C. Park, pur. agt.; V. J. Sears, plant mgr., Georgetown, Del. plant No. 2. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa.

ARROW TOOL & REAMER CO., 418-422 Livernois, Detroit 9, Mich. Cutting tools, end mills, reamers, drills, counterbores, live centers, carbide tools. Richard H. Wolfe, pres., gen. mgr.; Robert H. Wolfe, vice-pres., treas.; D. L. Denhardt, secy.; J. R. Davis, factory supt.; Robert H. Wolfe, sales mgr.; B. J. Fox, cf. engr.; N. J. Fisher, pur. agt. **Adv. Agcy.** —Rolfe C. Spinning, Inc., Detroit, Mich. Chas. F. Pineau, acct. exec.

ARTER GRINDING MACHINE CO., 15 Sagamore rd., Worcester 5, Mass. Rotary surface, automatic piston ring, automatic cylindrical and internal grinders. Harry Arter, pres.; William Arter jr., vice-pres. and treas.; Albert B. O'Donnell, sales, adv. and sales prom. mgr.; A. Sangster, cf. engr. **Det. Rep.**—Riordan Machinery Co., 213 Curtis bldg. **Adv. Agcy.**—John Odlin, Worcester, Mass.

ARVIN INDUSTRIES, INC., 13th and Big Four R. R., Columbus, Ind. Arvin car heaters. Q. G. Noblitt, chmn. of bd.; Glenn W. Thompson, pres.; Harlan B. Foulke, Fred E. Daniel, John C. Marshall, vice-presidents; Dee Lenfesty, secy.; Yandell C. Cline, treas.; T. Earl Robinson, asst. treas.; James Jewell, adv. mgr.; L. E. Simons, automotive sales mgr.; Don Shumway, automotive asst. sales mgr.; E. H. Stonecipher, wks. mgr.; Dick Williams, sales mgr. electric housewares; David Black, asst. sales; John Prout, sales prom. mgr.; P. C. Baker, pur. agt.; Edmund Ludlow, automotive cf. engr.; Carl E. Boswell, traf. mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Inc., Chicago, Ill. Miner Williamson, acct. exec.

ASBESTOS MFG. CO., Sabine st., Huntington, Ind. Brake lining, clutch facings, fan belts, hose, rivets, brake service and brake bonding equipment. A. R. Brandt, gen. mgr.; R. H. Temple, treas.; W. N. Biggard, pur. agt.; E. H. Janes, vice-pres. Original Equipment Sales, 10341 W. McNichols rd., Detroit 21, Mich. B. F. Sprague, sales engr.

ASHLEY MFG., HARRY K., 2305 Cherry st., San Leandro, Calif. Catalog racks, reflected signs. Harry K. Ashley, pres.; Arthur Morgan, gen. mgr.; Richard Bower, sales mgr.; Dave Mellow, cf. engr.

ASHTABULA HIDE & LEATHER CO., 3906 Main ave., Ashtabula, O. Upholstery leather. Wm. J. Hinson, pres.; Edward S. Fitzgibbons, exec. vice-pres.; H. Gay Crawford, treas.; M. C. Howe, secy. **Det. Rep.** — Ryan Sales Engineering Co., 82 Lothrop ave., Detroit 2, Mich.

ASHTON POWER WRECKER EQUIPMENT, INC., 1701 W. Lafayette, Detroit 16, Mich. Wrecker bodies, power wreckers, extension booms, special equipment. Afton A. Himick, pres.; Frances E. Himick, vice-pres., treas.; Chas. A. Swaby, secy.; John Keene, wks. mgr. **Det. Rep.** —Ashton Sales, Inc., 1701 W. Lafayette. Director of Sales—Lue Snelling. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Inc., Detroit 2, Mich.

ASSOCIATED PRODUCERS, INC., Detroit 20, Mich. Fillers, cements, adhesives, potting and casting plastics, coatings, strippers, tack rags. Charles O. Spillman III, pres.; G. F. Stewart, plant mgr. and traf. mgr.; M. E. Wells, secy.-treas. **Det. Rep.** —George H. Kirchner, mfg. sales.

ASSOCIATES INVESTMENT CO., and **Associates Discount Corp.,** Associates bldg., South Bend 24, Ind. Automobile financing, commercial and small loan. Robert L. Oare, chmn.; W. F. Gaunitz, pres.; E. D. Campbell, vice-pres. and treas.; V. B. Hungate and T. C. Dye, vice-presidents. **Adv. Agcy.**—Doremus & Co., Chicago, Ill. Charles C. Greene, acct. exec.

ATHOL MANUFACTURING CO., 75 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. Trade name "Terson." E. A. Clare, pres.; I. B. Wheeler, vice-pres., treas.; F. L. Ford, dir. of sales; R. M. Tyler, sales mgr.

ATLANTIC BRAKE LINING CO., 89 Drummer st., Brookline 46, Mass. Brake lining. Saul A. Gan, gen. mgr.; L. B. Cibley, sales mgr. **Adv. Agcy.**—Central Advertising, Boston, Mass. R. Freedman, acct. exec.

ATLAS ASBESTOS CO., 4th and Walnut sts., North Wales, Pa. Brake linings, clutch facings. J. Carroll Johnston, pres.; W. H. Johnston, vice-pres. and gen. mgr.; Wm. Wurster, secy.

ATLAS BODY CORP., 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy.; L. Fromm, wks. mgr.; C. H. Roberts, sales mgr.; B. Boring, cf. engr. **Adv. Agcy.**—Wilfred Jacobi, Philadelphia, Pa.

ATLAS DROP FORGE CO., 209 W. Mt. Hope ave., Lansing 2, Mich. Drop forgings. J. V. Melick, pres.; C. G. Ryan, vice-pres. and gen. mgr.; F. Holland, sales mgr.; L. L. Melick, secy.-treas.; F. P. Lovewell, asst. secy.-treas.; A. O. Peterson, pur. agt.; H. A. Markle, cf. engr.

ATLAS INTERNATIONAL CO., 1545-47 N. Farfield ave., Chicago 22, Ill. Replacement convertible tops. Harold H. Carter, pres. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill. Mauri Harvis, acct. exec.

ATLAS PRESS CO., 2505 N. Pitcher st., Kalamazoo 13D, Mich. Precision bench lathes, milling machines, shapers, drill presses, grinders, grinder-hones, bench and floor model tilt arbor saws, jig and band saws, jointers, wood lathes, shapers and sanders. J. E. Penniman, pres.; G. C. Nancarrow, E. Marsland, vice-presidents; Frank Leander, secy.; G. C. Nancarrow, sales mgr.; W. F. Brown, adv. mgr. **Adv. Agcy.**—Stevens, Inc., Grand Rapids, Mich.

ATOMIX, INC., P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn III, pres.; Carsten F. Boe, vice-pres.

ATOMIZED MATERIALS CO., INC., 202 Arrott bldg., Pittsburgh 22, Pa. Kwik-metal cold solder, Kwik-Patch chemical fabric patch. Charles H. Allen, pres.; Regis E. Lynch, vice-pres. and treas.; Suzanne M. Hay, secy.; Charles H. Allen, wks. mgr.; Regis E. Lynch, pur. agt. **Det. Rep.**—Roy Baldwin, 15111 W. Nine Mile rd. **Adv. Agcy.**—Lando Adv. Agcy., Pittsburgh, Pa. Robert M. Lando, acct. exec.

ATOM-OTIVE MFG. CORP., 641 Lexington ave., Brooklyn 21, N. Y. Auto and truck mirrors, windshield visors. Henry I. Sobel, pres. and pur. agt.; Milton Sobel, vice-pres., wks. mgr., cf. engr.; Abraham Sobel, secy.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

ATTWOOD BRASS WORKS, INC., 303 Douglas st., N.W., Grand Rapids 2, Mich. Automotive, bus, hearse, hardware, taxicab, marine hardware and fittings, automatic screw machine parts. C. H. Attwood, pres., gen. mgr. and wks. mgr.; H. L. Cook, vice-pres.; B. H. Cook, secy.; R. C. Griffin, treas. and pur. agt.; C. C. Gravengood, sales mgr.; E. M. Burdick, cf. engr.; R. Hewartson, traf. mgr. **Det. Rep.** — H. B. Stillman, 612 Stephenson bldg. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Mr. Richter, acct. exec.

AUBURN-CORD-DUESENBERG CO., Div. of Mast Foos Mfg. Co., Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

AUBURN SPARK PLUG CO., INC., 89 York st., Auburn, N. Y. Rust proof and chrome plated spark plugs, Jet aircraft spark plugs, spark plug wrench sets and cleaners, aircraft spark plug connectors. C. J. Nolin, pres. and gen. mgr.; A. R. Nolin, vice-pres., sales mgr.; Wm. A. Morgan, secy.-treas.; Stephen M. Webb, adv. and sales prom. mgr.; A. J. Battey, cf. engr.; J. M. Smith, traf. mgr.; Payson Derby, pub. rel. mgr. **Det. Rep.**—H. G. Kitchen & Son, Inc., Richmond, Ind. **Adv. Agcy.**—Richards & Webb, Syracuse, N. Y.

AURORA EQUIPMENT CO., Equipto Div., 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets. John Dunham, pres.; M. D. Matyas, secy.; Paul Streit, dir. of sales; Floyd D. Keck, treas.

AUSTIN MOTOR CO., LTD. (ENGLAND), 27-29 West 57th St., New York 19, N. Y. Automobiles. A-40 Somerset sedan, A-40 Somerset coupe, A-40 Countryman, A-30 "Seven" sedan, A-40 pickup, A-40 panel. Sir Leonard P. Lord, K.B.E., pres.; C. R. Melton, vice-pres.; G. Kurz, secy.; A. D. Woods, serv. mgr. **Adv. Agcy.** — Hewitt, Ogilvy, Benson & Mather, Inc., 575 Madison ave., New York 22, N. Y. Breevort Walden, acct. exec.

AUSTIN TRAILER EQUIPMENT CO., Div. of West Mich. Steel Foundry Co., Muskegon, Mich. Fifth wheels, landing gears, pintle hooks, king pins. O. A. Seyferth, pres.; D. F. Seyferth, exec. vice-pres.; R. F. Seyferth, secy.; W. A. Strate, treas.; C. Jansen, serv. mgr.; Sam Vanderlaan, pur. agt.; Victor H. Bradford, gen. sales mgr.

AUTO CITY PLATING CO., 197 So. Waterman, Detroit 17, Mich. Production, specification chrome plating on automotive parts, silver and hard chrome plating on military items. H. E. Adelsperger jr., pres., treas.; Glenn Friedt, vice-pres; Edward Quint, secy.; A. F. Cassin, gen. mgr.; Henry J. Bock, vice-pres., sales

(Continued on Page 178)

Standard around-the-world

Wherever vehicles move on pneumatic tires
SCHRADER products are there

No other single item as small, is as universally interchangeable as the Schrader Valve Core. Schrader Tire Valves and Caps are the accepted standard with manufacturers because maintenance and replacement can be done *instantly anywhere* on the face of the earth!

To maintain this confidence, Schrader jealously guards its position as the world's number one producer of tire valves and accessories for original equipment and replacement.

Warehouse stocks and dealer stocks of Schrader Products in hardware style package units are maintained throughout the world. And wherever there's a Schrader dealer—there too, you'll find tire maintenance know-how.

That's why tire manufacturers have looked to Schrader for their standard valves and air service accessories since the advent of pneumatic tires. Our engineers have a wealth of technical experience that is yours to use. When you think of air—call on us.

A. SCHRADER'S SON, *Division of Scovill Manufacturing Company, Incorporated,* **BROOKLYN 17, N. Y.**

Schrader
REG. U. S. PAT. OFF.

FIRST NAME IN TIRE VALVES
FOR ORIGINAL EQUIPMENT AND REPLACEMENT

Who's Who in Auto Industry

(Continued from Page 177)

mgr.; John Martin, pur. agt. **Det. Rep.** —Henry J. Bock, 197 So. Waterman.

AUTO FRICTION CORP., 87 Drummer st., Brookline 46, Mass. Brake lining. H. M. Comins, pres.; S. A. Comins, vice-pres., treas., gen. mgr.

AUTO GLASS MFG. CO., 8701 Grinnell ave., Detroit 13, Mich. Safety glass (laminated), laminated glass for automobiles and television. F. D. Knoblock, pres. and gen. mgr.; F. E. Koepel, secy.; E. C. Claes, vice-pres., and television mgr.; G. Seigel, automotive sales mgr.; R. Hill, pur. agt.

AUTO LAMP MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Automotive lighting equipment. Abe Millman, gen. and sales mgr.; Henri Dibelka, cf. engr.; Irwin Newman, pur. agt. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

AUTO-LITE BATTERY CORP., Toledo 1, O. Electric storage batteries. R. G. Martin, chmn. of bd.; D. H. Kelly, pres.; J. B. Fenner, J. A. Minch, H. A. Harvey, vice-presidents; I. O. Goodnight, treas.; P. F. Brown, vice-pres., asst. treas.; F. J. Kennedy, secy.; W. E. Blank, sales mgr. (replacement sales); R. A. Nowlan, pur. agt. **Det. Office**—New Center bldg. **Adv. Agcy.**—Space: Ruthrauff & Ryan, Tod Reed, acct. exec.; radio and television: Cecil & Presbrey, Tom Maloney, acct. exec.

AUTO PRODUCTS MFG. CO., 314 N. Ewing ave., St. Louis 3, Mo. Glass tube fuses. Richard M. Lottes, gen. mgr. **Det. Rep.** —W. F. Mathews, 447 New Center bldg., Detroit, Mich.

AUTO SPECIALTIES MFG. CO., Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts. J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. H. Zick, vice-pres. and secy.; Lester Tiscornia, treas.; W. G. Ferrell, vice-pres. mfg.; M. B. Lucker, vice-pres. engr.; S. Paul, sales mgr.; C. H. Williams, adv. mgr.; A. W. Schultz, sales prom. mgr.; E. Kirchoff, serv. mgr.; E. Millhouse, pur. agt.; K. Bingham, E. Luhrs, asstS.; V. C. Ankli, prod. mgr.; L. F. Krieger, pub. rel. mgr. **Det. Sales Rep.**—To mfrs.: D. G. Plue and R. C. Kennedy; to jobbers; R. R. Baldwin, 1190 Collingwood ave., Detroit. **Adv. Agcy.** — Van Auken-Ragland & Stevens, Chicago. Ben Caldwell, acct. exec.

AUTO TRUCK EQUIPMENT CO., 8300 Lyndon, Detroit 21, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Kneppreth, pres.; H. F. Kneppreth, vice-pres.; Chas. E. Gerich, secy. and controller; H. E. Tremper, sales mgr.; Robert Picotte, wks. mgr.

AUTO VENTSHADE CO., 4881 Peachtree Industrial blvd., Chamblee, Ga. (Atlanta). Ventshades (rain shields and sun shades for the windows and doors of automobiles). A. R. Phillips, pres.; T. M. Croxton, vice-pres.; Harold W. Goodman, secy. and treas. **Adv. Agcy.**—Lowe & Stevens, 12 Third st., N.E., Atlanta, Ga. John H. Stevens, acct. exec.

AUTOCAR DIV. of The White Motor Co., Ardmore, Pa. Heavy duty motor trucks, highway tractors. Edward F. Coogan, vice-pres. in chg. of Autocar div.; C. R. C. Custer, contr.; B. B. Bachman, dir. of engrg.; A. Gelpke, dir. of mfg.; W. M. Taylor, gen. sales mgr.; T. J. Delaney, pub. rel. dir. and adv.; Harley Harris, gen. serv. mgr.; B. F. Jones, cf. engr.; Gordon Stevens, pur. agt.; John Usher, asst. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Jerome B. Gray, acct. exec.

AUTOMATIC RADIO MFG. CO., INC., 122 Brookline ave., Boston 15, Mass. Custom built and Universal mount auto radios. David Housman, pres. and treas.; A. J. Housman, vice-pres. and gen. mgr.; J. J. Grady, secy. and pub. rel. mgr.; Leo Maltzman, wks. mgr.; E. L. Housman, sales mgr. and adv. mgr.; H. E. Housman, asst. sales and sales prom. mgr.; H. Lawrence, svc. mgr.; John DeMetrick, cf. engr.; Frank M. Housman, pur. agt.; J. C. Loring, parts and acct. mgr.; Dave Marks, traf. mgr. **Adv. Agcy.** —Allied Advertising, Boston, Mass.

AUTOMATIC STEEL PRODUCTS, INC., 1201 Camden ave., S.W., Canton 6, O. Curtis Franklin, chmn. and pres.; Glenn M. Brown, pres. and gen. mgr.; John E. Carnahan, vice-pres.; Adelaide Riker, secy.; Harry F. Tate, treas.; Robert J. Killian, cf. engr.; Richard A. DeCorps, pur. agt. **Adv. Agcy.**—Frank B. Johnson Advertising, Inc.

AUTOMO CORP., 320-321 First Savings & Loan bldg., Saginaw, Mich. Automatic safety starter switch. Wm. E. Strong, pres., gen. mgr.; James J. Gibbons, vice-pres. and sales mgr.; Wm. Holme-Shaw, secy.-treas. **Det. Rep.** — Birchard & Howard, 407 Curtis bldg. **Adv. Agcy.**—Price, Hedrick and Tanner, Saginaw, Mich. Red Wiesel, acct. exec.

AUTOMOTIVE AND AIRCRAFT DIV., American Chain & Cable Co., Inc., 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for truck and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; Harry Williams, vice-pres., sales mgr., (Detroit); A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; E. V. Creagh (Bridgeport), adv. mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; M. C. Ness, asst. dir. of pur. **Adv. Agcy.** — Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AUTOMOTIVE BIN SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Roy D. Angers, secy.-treas. **Adv. Agcy.**—Creative Service, Detroit, Mich.

AUTOMOTIVE EQUIPMENT MFG. CO., 11000 S. Alameda st., Lynwood, Calif. Lee end lift, garage stands, pneumatic bumper lift. A. W. Douglas, pres.; L. F. Reisig, vice-pres. **Det. Rep.** — Erry S. Lowenthal, 1046 Penobscot bldg., Detroit 26, Mich. **Adv. Agcy.**—Mann Advertising Agency, Los Angeles, Calif.

AUTOMOTIVE INDUSTRIES, INC., Main st., Owendale, Mich. Automobile arm rests, truck sleeper cabs. E. G. Wettlaufer, pres.; G. H. Dell, vice-pres., gen. mgr.; J. F. McMullen, secy.; J. MacKenzie, treas.; A. J. Wettlaufer, sales mgr.; Jacques Pellette, asst. sales mgr.; Rome Grubba, cf. engr.; A. MacKenzie, pur. agt. **Det. Rep.** — A. J. Wettlaufer, 19000 W. Eight Mile rd., Detroit, Mich. **Adv. Agcy.**—Marvin Hahn Agency, Detroit, Mich.

AUTOMOTIVE INVENTORY SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Inventory service for automobile dealers, distributors and parts wholesalers. Rex R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.**—C. C. Phillips. **Adv. Agcy.**—Creative Services, Detroit, Mich.

AUTOMOTIVE MFG. CO., INC., 570 W. Fulton st., Chicago 6, Ill. Water pumps, shackles and parts, universal joints, King bolt sets, front end parts, clutch forks and parts. Nuemon Katz, pres.; Sherman M. Katz, vice-pres. and cf. engr.; H. O. Blair, secy. and pur. agt.; Wm. Josephs, sales mgr.; Lester Kalfen, traf. mgr. **Adv. Agcy.**—J. H. Kennedy, Chicago, Ill.

AUTOMOTIVE & MARINE PRODUCTS CORP., 87 Harvard ave., Boston 34, Mass. Vapor lubricator for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on diesel equipment, diesel starting injectors, gasoline starting injectors, dual fuel injector system. Earle B. Harvey, pres.; Draper M. Harvey, vice-pres.; George Glazebrook, secy.; D. M. Harvey, treas. and sales mgr.; Richard Lodge, serv. mgr. **Det. Rep.**—Elton Eldredge, Detroit, Mich. **Adv. Agcy.**—Ad-Art Co., Boston, Mass. Harry Roseman, acct. exec.

AUTOMOTIVE PRODUCTS, INC., 1700 S. E. Grand ave., Portland 14, Ore. Diesel testing equipment, magneto fittings, timing analyzers. George H. Ohler, pres.; Rupert E. Perry, vice-pres. and shop foreman; Wm. Glaske, secy.-treas. and pur. agt.; Don Hicks, sales mgr.

AUTOMOTIVE REBUILDING CO., 5200 Virginia ave., St. Louis 11, Mo. Rebuilding of Ford, Chevrolet, Dodge-Plymouth, Oldsmobile and Pontiac 6 Engines. A. C. Burger, pres.; Imogene Burger, secy.-treas.; Kenneth H. Harris, gen. mgr.; George C. Barr, pur. agt., adv. mgr.; Harry V. Burtelow, traf. mgr.

AUTOMOTIVE SAFETY DEVICE CO., 410 Asylum, Room 240, Hartford 3, Conn. Safety devices. Albert W. Becker, pres., treas. and gen. mgr.; Dorothy E. Becker, vice-pres. and secy.; Fred K. Landa, adv. mgr. and pub rel. mgr.

AUTOMOTIVE STAMPING & MFG. CO., 15396 Idaho, Detroit 3, Mich. Stampings, electric outlet and tool boxes, chair controls. G. B. Pingree, pres.; E. D. Pingree, vice-pres.; A. L. Lamacchio, gen. mgr.; R. A. Young, sales mgr.; C. Fernie, cf. engr.

AUTOPARTS MFG. CO., 1433 Holden, Detroit 3, Mich. Stripfire safety reflective tape, hangrite clothes hanger racks, sweep bug deflectors. Albert Chicorel, owner; John W. Smith, wks. mgr.; Frank E. Blair, adv. mgr.

AUTOPULSE CORP., 218 E. Dowland st., Ludington, Mich. Electric fuel pumps, electric fuel lifters for gravity type oil burners; wall pump for large capacity power and gravity type burners. R. M. Eldred, pres. and treas.; Albert M. Stern, vice-pres.; G. J. Germann, secy. and pur. agt. **Adv. Agcy.**—Jaqua, Grand Rapids, Mich.

AUTOTRAY CO., INC., 3901 E. 26th st., Indianapolis, Ind. Under-the-dash Autotrays, window Auto Snack-Bar (Autotray, Jr.) No. ASB 501. R. C. Black, pres. and gen. mgr.; Joseph A. Ashman, vice-pres., treas. and cf. engr.; Okal S. Black, secy. **Adv. Agcy.** — Gary Ruben, Indianapolis, Ind.

AVIS RENT-A-CAR SYSTEM, 10734 Fullerton, Detroit 4, Mich. Auto and truck rentals. Warren E. Avis, pres.; Edward F. Avis, vice-pres.; Paul A. Larson, vice-pres.; V. P. Conroy, vice-pres. and adv. mgr.; V. P. Gordon, vice-pres., and adv. mgr.; Gordon Wood, secy.; N. F. Hampel, vice-pres. and cont. **Adv. Agcy.**—Ruse and Urban, Detroit, Mich.

B

BABACO ALARM SYSTEM, INC., 723 Washington st., New York 14, N. Y. Truck and car burglar alarm systems. Jack Seide, pres.; Louis Stieglitz, vice-pres.; William Blatz, secy.; Robert D. Eckhouse, adv. mgr., sales prom. mgr. and pub. rel. mgr. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y. Walter J. Zimmerman, acct. exec.

BACON VULCANIZER MFG. CO., 1295 67th st., Oakland 8, Calif. Manufacturer tire repairing, recapping, retreading and tire inner tube repair machinery. Thos. P. Bacon, pres., gen. mgr.; Thos. P. Bacon jr., asst. to pres.; Jack W. Herzig, vice-pres., chg. of sales; Joseph Wahrhaftig, vice-pres.; Geo. A. Warren, compt.; Olean Thompson, treas.; Ruth Wright, secy.; Earl R. Carlans, asst. sales mgr.; P. Luken, sales office mgr.; D. Wohlford, prod. mgr.; O. F. Arnold, pur. agt.; D. R. Smith, traf. mgr.; M. Belsit, shop personnel mgr.; A. E. Johnson, prod. engr.; P. E. Howell, adv. mgr. **Det. Rep.**—C. J. Olin, 925 Ann st., E. Lansing, Mich. **Adv. Agcy.**—Emeryville Adv. Agency, 1289 67th st., Emeryville, Calif.

BAKELITE COMPANY, Div. of Union Carbide and Carbon Corp., 30 East 42nd st., New York 17, N. Y. Raw material suppliers of resins and compounds for the production of laminates, impregnants, moldings, abrasive products, coatings, electrical insulating parts, automotive ignition parts, jacketing and insulation for automotive wire. C. W. Blount, vice-pres. in chg. of sales; H. K. Intemann, vice-pres. and gen. sales mgr.; Allan Brown, vice-pres. in chg. of adv. and pub. rel.; J. D. Benedito and C. A. Norris jr., asst. gen. sales mgrs.; A. F. Clark and R. J. Barbour, adv. mgrs.; Don Masson, mgr. of pub. **Det. Rep.** — Bakelite Co., 6560 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—J. M. Mathes, Inc., 260 Madison ave., New York, N. Y.

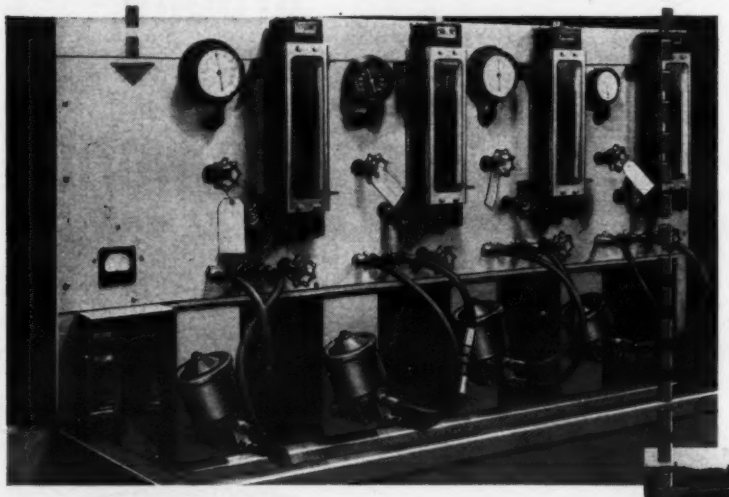
BAKER BROTHERS, INC. Post and Harleau st., Toledo 10, O. Machine tools, drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines. F. W. Richmond, chmn. of bd.; A. L. Baker, pres., gen. mgr.; H. L. Tigges, exec. vice-pres.;

(Continued on Page 180)

Safety COMES FIRST WITH Saginaw!

Laboratory and GM Proving Ground "Torture Tests"

Make SURE Every Part Has Plenty to Spare . . .



● On this specially-designed Saginaw test stand, batteries of hydraulic pumps are run continuously for *680 hours without a rest:* 30 hours under "parking load" of 650 pounds pressure; 150 hours under "cornering load" of 200 pounds pressure; finally 500 hours under 500 pounds load to test their durability. Wear and tear is greater than the pumps will be subjected to in the entire life of the average car.

When it comes to a mechanism as vital to safety as Power Steering, you've got to be *sure—and you are with Saginaw!*

First, an ample *Safety Factor*—more stamina than will ever be needed—is engineered into the sturdy Saginaw design. Then, to make doubly sure, we force each component to absorb far more punishment than it will ever get in normal service. Both in our research laboratory and at the General Motors Proving Ground, *Safety* Power Steering units take the terrific kind of beatings you see illustrated here—and come through with flying colors.

Safety comes first with Saginaw—*always!* Saginaw Steering Gear Division, General Motors Corporation, Saginaw, Michigan.

● Over some of the world's roughest, toughest roads at the General Motors Proving Ground, Saginaw Power Steering units prove again they can "take it." Few drivers will ever encounter driving conditions as demanding as these.

Safety POWER STEERING BY Saginaw

FEATURED BY CADILLAC, BUICK, OLDSMOBILE, PONTIAC, CHEVROLET CARS — GMC TRUCKS

Comparison of Advertised-Delivered Prices Of Current Car Models

(Compiled by Automotive News)

(This table of advertised-delivered prices is based on prices in effect Apr. 1, 1954, and rounded off to the nearest dollar. Each price includes the retail list price suggested by the factory, provision for Federal taxes, and delivery and handling charges. These prices do not cover transportation costs, state and local taxes, optional equipment or any additional charges that may be passed on to the retail buyer.)

	4-Door Sedan	2-Door Sedan	Hard-top	Club Coupe	Station Wagon	Conv.	Automatic Drive	Power Steering	Additional Models
BUICK									
Special	$ 2,265	$ 2,207	$ 2,305	.....	$ 3,163	$ 2,563	$ 192	$ 134	
Century	2,520	.....	2,534	.....	3,470	2,963	192	134	Skylark conv., $4,483. (Dynaflow and power steering standard.)
Super	2,711	.....	2,626	.....	.....	2,964	192	134	
Roadmaster	3,269	.....	3,373	.....	.....	3,521	Standard	Standard	
CADILLAC									
Series 62	3,933	.....	4,261	$ 3,838	.....	4,404	Standard	Standard	Series 75 8-pass., $5,875; lim., $6,090. El Dorado conv., $5,738. (Hydra-Matic and power steering standard on all models.)
Series 60-Special	4,683	.....	.....	.....	.....	.....	Standard	Standard	
CHEVROLET									
One-Fifty	1,680	1,623	.....	.....	2,020	.....	178	134	One-Fifty utility sedan, $1,539. Corvette conv., $3,523. (Powerglide standard on Corvette.)
Two-Ten	1,771	1,717	.....	1,782	2,133	.....	178	134	
Bel Air	1,884	1,830	2,061	.....	2,283	2,185	178	134	
CHRYSLER									
Windsor Deluxe	2,562	.....	2,831	2,540	3,321	3,046	189	140	
New Yorker	3,229	.....	3,503	3,202	4,024	.....	Standard	140	Windsor Deluxe 8-pass., $3,492. New Yorker 8-pass., $4,368. Custom Imperial lim., $4,797. Crown Imperial lim., $7,044.
New Yorker Deluxe	3,433	.....	3,707	3,406	.....	3,938	Standard	140	
Custom Imperial	4,259	.....	4,560	.....	.....	.....	Standard	140	
Crown Imperial	6,921	.....	.....	.....	.....	.....	Standard	Standard	
DeSOTO									
Powermaster Six	2,386	.....	.....	2,364	3,108	.....	189	140	Powermaster 8-pass., $3,281. Fire Dome 8-pass., $3,559.
Fire Dome Eight	2,673	.....	2,922	2,651	3,381	3,144	189	140	
DODGE									
Meadowbrook Six	2,025	.....	.....	1,983	.....	.....	189	134	Coronet Six 2-door stat. wag., $2,228; 4-door 2-seat stat. wag., $2,719; 4-door 3-seat stat. wag., $2,790. (Power steering not available on 6-cyl. stat. wag.)
Meadowbrook Eight	2,176	.....	.....	2,154	.....	.....	189	134	
Coronet Six	2,136	.....	.....	2,109	.....	.....	189	134	
Coronet Eight	2,244	.....	2,380	2,223	.....	2,514	189	134	Coronet Eight 2-door stat. wag., $2,517; 4-door 2-seat stat. wag., $2,960; 4-door 3-seat stat. wag., $3,031.
Royal Eight	2,373	.....	2,503	2,349	.....	2,632	189	134	
FORD									
Mainline Six	1,700	1,651	.....	.....	2,029	.....	184	134	Mainline Six bus. coupe, $1,548; Mainline Eight bus. coupe, $1,624; Customline Six 2-door stat. wag., $2,121; Customline Eight 2-door stat. wag., $2,198; Customline Six 4-door stat. wag., $2,202; Customline Eight 4-door stat. wag., $2,278; plastic-roof Crestline Six Skyliner, $2,164; plastic-roof Crestline Eight Skyliner, $2,240.
Mainline Eight	1,777	1,727	.....	.....	2,105	.....	184	134	
Customline Six	1,793	1,743	.....	1,753	.....	.....	184	134	
Customline Eight	1,869	1,820	.....	1,829	.....	.....	184	134	
Crestline Six	1,898	.....	2,054	.....	2,338	2,164	184	134	
Crestline Eight	1,974	.....	2,131	.....	2,415	2,240	184	134	
HENRY J									
Corsair Four	.....	1,404	.....	.....	.....	.....	.....	.....	
Corsair Deluxe Six	.....	1,566	.....	.....	.....	.....	.....	.....	
HUDSON									
Jet	1,858	.....	.....	.....	.....	.....	178	.....	
Super Jet	1,954	1,933	.....	.....	.....	.....	178	.....	
Jet-Liner	2,057	2,046	.....	.....	.....	.....	178	.....	Jet utility sedan, $1,837.
Wasp	2,256	2,209	.....	2,256	.....	.....	178	142	
Super Wasp	2,466	2,413	2,704	2,466	.....	3,004	178	142	
Hornet	2,769	.....	2,988	2,742	.....	3,288	178	150	
KAISER									
Special	2,389	2,334	.....	.....	.....	.....	178	.....	Darrin 161 conv., $3,668. (Overdrive standard.)
Manhattan	2,670	2,617	.....	.....	.....	.....	178	131	
LINCOLN									
Lincoln	3,537	.....	3,640	.....	.....	.....	Standard	156	
Lincoln Capri	3,726	.....	3,884	.....	.....	4,045	Standard	156	
MERCURY									
Custom	2,265	2,208	2,330	.....	.....	.....	190	140	Plastic-roof Monterey Sun Valley, $2,596.
Monterey	2,347	.....	2,466	.....	2,791	2,264	190	140	
NASH									
Metropolitan	.....	.....	1,445*	.....	.....	1,469*	.....	.....	
Rambler Deluxe	.....	1,550	.....	.....	.....	.....	179	.....	
Rambler Super	1,795	1,700	1,800	.....	1,800	.....	179	.....	Rambler Custom 2-door stat. wag., $1,950; 4-door stat. wag., $2,050.
Rambler Custom	1,965	.....	1,950	.....	.....	1,980	179	.....	
Statesman Super	2,158	2,110	.....	.....	.....	.....	179	139	
Statesman Custom	2,332	.....	2,423	.....	.....	.....	179	139	
Ambassador Super	2,417	2,365	.....	.....	.....	.....	179	149	
Ambassador Custom	2,600	.....	2,735	.....	.....	.....	179	149	
* Price at coastal port of entry.									
OLDSMOBILE									
Series 88	2,337	2,272	2,449	.....	.....	.....	178	134	Series 98 Deluxe Holiday hardtop, $3,042.
Super 88	2,477	2,410	2,688	.....	.....	2,868	178	134	
Series 98	2,806	.....	2,826	.....	.....	3,249	178	134	
PACKARD									
Clipper Special	.....	2,544	.....	.....	.....	.....	199	155	Clipper Deluxe 2-door Sportster, $2,830. Packard Patrician 4-door sedan, $3,890; Caribbean conv., $6,100; 8-pass. sedan, $5,610; lim. $5,960. NOTE: Ultramatic standard in Patrician, hardtop, conv. and Caribbean; optional at $199 on other models.
Clipper Deluxe	2,695	2,645	.....	.....	.....	.....	199	155	
Clipper Super	2,815	2,765	3,125	.....	.....	.....	199	155	
Packard	3,344	.....	3,827	.....	.....	3,935	See Note	See Note	
PLYMOUTH									
Plaza	1,765	1,727	.....	.....	2,064	.....	189	134	Plaza bus. coupe, $1,617.
Savoy	1,872	1,835	2,064	1,842	2,207	2,220	189	134	NOTE: In lieu of PowerFlite at $189, Hy-Drive transmission is optional on all models at $146.
Belvedere	1,953	.....	2,145	.....	2,288	2,301	189	134	
PONTIAC									
Chieftain Six Special	2,027	1,968	2,316	.....	.....	.....	178	134	
Chieftain Six Deluxe	2,131	2,072	2,382	.....	2,504	.....	178	134	Chieftain Six Special 2-seat stat. wag., $2,364; 3-seat stat. wag., $2,419. Chieftain Eight Special 2-seat stat. wag., $2,439; 3-seat stat. wag., $2,494.
Chieftain Eight Special	2,102	2,043	2,392	.....	.....	.....	178	134	
Chieftain Eight Deluxe	2,206	2,148	2,458	.....	.....	2,579	178	134	
Star Chief Eight Deluxe	2,301	.....	.....	.....	.....	2,630	178	134	
Star Chief Eight Custom	2,394	.....	2,557	.....	.....	.....	178	134	
STUDEBAKER									
Champion Custom	1,801	1,758	.....	.....	.....	.....	216	134	
Champion Deluxe	1,918	1,875	.....	1,972	2,187	.....	216	134	Regal Land Cruiser 4-door sedan, $2,438 and $2,533.
Champion Regal	2,026	1,983	2,241	2,080	2,295	.....	216	134	
Commander Deluxe	2,179	2,136	.....	2,233	2,448	.....	226	134	
Commander Regal	2,287	.....	2,502	2,341	2,556	.....	226	134	
WILLYS									
Lark	1,823	1,737	.....	.....	.....	.....	.....	.....	Eagle hardtop, $2,167; Eagle Deluxe hardtop, $2,222; Eagle Custom hardtop, $2,411. Deluxe stat. wag., $1,973.
Ace	1,968	1,892	.....	.....	.....	.....	179	.....	
Ace Deluxe	2,023	1,947	.....	.....	.....	.....	179	.....	

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Who's Who in Auto Industry

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T. L. Hallenbeck, vice-pres., engr.; M. E. Fischer, vice-pres. mfg.; G. V. C. Baker, secy.-treas.; J. Brigham, gen. sales mgr.; L. Kopfman, pur. agt. **Det. Rep.**—Motch & Merryweather Mach. Co. **Adv. Agcy.**—Faller Agency, Toledo, O.

BAKER-RAULANG CO., 1250 West 80th, Cleveland 2, O. Battery and gasoline powered industrial trucks of the fork lift, platform and mobile crane types. W. A. Bauer, pres; E. H. Remde, vice-pres.; E. J. Scovil, secy.; E. W. Sankey, J. A. Matousek, G. B. Davis, vice-presidents; E. E. McVeigh, E. I. Wash, asst. sales; R. T. Willson, adv. mgr.; L. G. Bowman, asst.; E. Geiger, pur. agt.; M. J. Dee, traf. mgr. **Det. Rep.**—H. A. Stevenson, Inc., 2988 East Grand blvd. **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. C. A. Wagner, acct. exec.

BALCRANK, INC., Cincinnati 9, O. Lubrication and service station equipment and machine tool parts. Allen T. Shot, chmn. of bd.; Richard P. Field, pres.; Leo Spalding and R. C. Ford, asst. to pres.; J. B. Frech, secy.-treas.; C. S. Rouse, traf. mgr.; H. M. Pendery, wks. mgr.; Frank Woelfer, cf. engr.; Russell Hayes, pur. agt.; E. D. Fox, serv. mgr. **Det. Rep.** — C. P. Hoffman, 6432 Cass ave. **Adv. Agcy.** — Perry Brown Co., Cincinnati, O.

BALDOR ELECTRIC CO., 4351-67 Duncan, St. Louis 10, Mo. Battery chargers, fans, motor grinders. E. C. Ballman, pres., gen. mgr.; E. W. Bruce, vice-pres.; G. A. Schock, secy., sales mgr.; O. A. Bauman, treas., wks. mgr.; Fred C. Ballman, chief engr.; Edmund B. Reinagel, pur. agt. **Det. Rep.**—W. M. Hamilton Co., 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Oliver A. Life, St. Louis, Mo.

BALKAMP, INC., 1454 E. 19th st., Indianapolis 7, Ind. Export Dept., 280 Broadway, New York, N. Y. Automotive replacement parts. Henry Lansdale, pres.; Geo. B. Johnson, vice-pres.; J. H. Baldwin, secy.-treas.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.** — Caldwell-Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

BALLAK & CO., 811 N. 9th, St. Louis 1, Mo. Motorcycle replacement parts, pistons, electro brightening of stainless steel components and trim, multi-wave tire grooving machines. John F. Ballak, pres., sales mgr., pur. agt.; L. K. Ballak, vice-pres.; J. Ballak jr., secy., cf. engr.; Eldridge Artz, wks. mgr.

BANNER MFG. CO., INC., 37 Preston ct., Brooklyn 34, N. Y. Seat covers, seat cushions, arm rest covers, steering wheel covers, brake fluids, anti-freeze, radiator chemicals, specialty chemicals and transmission fluids. Robert Karker, pres.; Michael Trachtenberg, vice-pres.; Joseph Trachtenberg, secy., sales mgr.; M. Schwartz, wks. mgr.; P. Rosenthal, asst. sales; Harry Schulman, pur. agt.; L. Fauerbach, trf. mgr. **Adv. Agcy.**—Richards and Gunther, New York, N. Y.

BARDAHL MFG. CORP., 1400 W. 52nd, Seattle 7, Wash. Crankcase additive, water pump lubricant, top oil, high temperature grease, household oil. O. Bardahl, pres.; C. B. Merritt, secy., treas. and opr. mgr.; John M. Haydon, sales and adv. mgr.; R. W. Wells, research engr. **Adv. Agcy.**—Wallace Mackay Co., Seattle, Wash. Gerald Hoeck, acct. exec.

BARNES CO., W. F. & John, 301 South Water st., Rockford, Ill. Special purpose drilling, tapping, boring and milling machines. W. W. Barton, pres.; K. L. Finkenstadt, exec. vice - pres.; F. O. W. Bergquist, secy.-treas.; R. B. Billingham, vice - pres., gen. mgr.; G. C. Johnson, wks. mgr.; W. S. Austin, sales mgr.; Harry G. Andersen, serv. mgr.; S. Stark, cf. engr.; E. F. Schaad, dir. of pur.; O. T. Thorvalson, asst. **Det. Rep.**—Krueger-Barnes Corp., 1469 E. Grand blvd.

BARNES-GIBSON-RAYMOND, Division of Assoc. Spring Corp., 40300 Plymouth rd., Plymouth, Mich. Springs (valve, clutch and all mechanical types), wire forms, small stampings. N. M. Purple, gen. mgr.; W. J. Black, sales mgr.; F. P. Zimmerli, cf. engr.; L. E. Hilts, fac. mgr.

BARNETTE & CO., INC., GUY, 239 South Dudley, Memphis, Tenn. Ambulances, funeral coaches, flower cars, combination units, service cars. Guy Barnette, pres.; Albert Rickey, secy.; W. R. Snyder, gen. mgr.; Clyde Owens, wks. mgr., chief engr.; L. E. Barnette, sales mgr.; J. D. Connell, asst. sales; Milton D. Reeves, pur. agt. **Adv. Agcy.**—Schorr & Muller, Memphis, Tenn. Harry Schorr, acct. exec.

BARRETT EQUIPMENT CO., 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment. H. B. Barrett, pres.; Harry D. Smith, exec. vice-pres. and gen. sales mgr.; John Chura, vice-pres. and treas.; Earl R. McAtee, vice-pres. and brake school dir.; V. Mattler, secy.; C. E. Smith, adv. mgr.; Frank Albach, cf. engr.; Ernest Fark, design engr.; Ray Stotlemeyer, pur. agt. **Adv. Agcy.**—Chas. W. Bolan Agcy., St. Louis, Mo.

BARRY AUTOMOTIVE CO., 1362 W. 65th st., Cleveland 2, O. Creators of Stoc-Tik-it car system, inventory controls, order books, appraisal forms, used car and truck promotions. Rudolph R. Barry, pres. **Adv. Agcy.**—Russell Karg, Cleveland, O.

BASSICK CO., THE, 437 Howard ave., Bridgeport 2, Conn. Assist strap and robe cord brackets; clamps and fasteners; door dovetails and wedges; handles; hood catches (alligator barrel and tilting hood types); oil can holders; starter pedals; trunk locks, etc. Geo. L. Meyer jr., pres.; W. K. Meyers, exec. vice-pres.; W. G. Reycroft, vice-pres.; R. D. Mount, sales mgr.; E. F. Wheeler, sales mgr.; R. L. Beau, dir. of mfg.; R. J. Benson, adv. mgr.; G. Raiselis, pur. agt. **Det. Rep.**—Warren Berrard, 105 E. Baltimore ave. **Adv. Agcy.**—James T. Chirurg Co., N. Y. C. L. Brendel, acct. exec.

BAY MFG. CO., Box 578, Torrance, Calif. Portable pneumatic auto and truck lifts, pneumatic bumper jack. P. G. Cloud, pres. and sales mgr.; Logan Cotton, vice-pres.; Wm. A. Watt, secy. and treas. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif.

BEACH AIR BRUSH CO., 2nd and Warren sts., Harrison, N. J. Paint spray equipment, hand aid air operated oil and solvent spray guns, undercoating guns. R. B. Hiley, pres.; Richard Benson, vice-pres.; Gaylord B. Wilson, secy.-treas.; D. W. Cosman, wks. mgr.; William Yonkers, cf. engr.

BEACON CORP., THE, 529 South Seventh Minneapolis 15, Minn. Semaphore truck and bus direction and traffic signals, automobile wheel balancers, wheel weights, white sidewall tire cleaner, tire and tube, lubricant, hand cleaner. Coe H. V. Kiebert, pres., gen. mgr.; W. M. Carleton, vice-pres., secy., pur. agt.; Golda Kiebert, treas.

BEALL TOOL DIV., Hubbard and Co., 112 N. Shamrock, East Alton, Ill. Lock washers, farm implement parts. E. Wessel, vice-pres., gen. mgr.; E. E. Pointer, asst. mgr.; C. C. Woodson, supt., lock washer sales; E. R. Hogenson, asst. to vice-pres. **Det. Rep.**—Norwood & Krauss, 5-254 General Motors bldg. **Adv. Agcy.**—Oliver Life, 706 Chestnut st., St. Louis 1.

BEAN DIVISION, JOHN, Food Machinery and Chemical Corp., 1305 S. Cedar, Lansing 4, Mich. Wheel aligners, alignment correction tools; wheel balancers, balancing tools; wheel weights; headlight testers; car washers, steam cleaners. Paul L. Davies, pres.; H. L. Bryd, vice-pres. in chge.; Tracy Carrigan, div. mgr.; Larry Cheek, automotive dept. mgr.; J. H. Kidder, asst. mgr.; Wiley Axford, sales mgr.; Eldon Robbins, adv. mgr.; R. E. Butts, serv. parts and acct. mgr.; M. W. Turner, asst. pur. agt. **Adv. Agcy.**—Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

BEAR MFG. CO., 2016-30 5th ave., Rock Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and lugs, tire truing machines, steering gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools. Victor B. Day, pres.; L. B. Arp, vice-pres.; C. R. Nelson, secy.; Joe Pereue, gen. sales mgr.; E. Quekels, dir. of serv.; W. C. Goldschmidt, adv. mgr.; Lee Thomas, sales prom. dir. **Det. Rep.** — Harvey Nestle, 16141 Harper ave. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

BEARD TOOL CO., L. O., Andrew and Mill sts., Lancaster, Pa. Reamers (solid adjustable and repairman's taper), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. L. O. Beard, pres.; Chas. A. Keen, vice-pres., gen. and wks. mgr., pur. agt.; H. S. Bachman, secy., sales, adv., and sales prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traf. mgr. **Det. Rep.**—H. B. Hazerodt, 416 Ford bldg., Detroit 26, Mich.

BECK PRODUCTS CORP., P. O. Box 3808, Detroit 5, Mich. Automatic screw machine products, ignition and electrical harness, intricate assemblies, molded products, flexible tubing, stampings. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice, treas.; M. Popovich, pur. agt.

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BEE LINE CO., P. O. Box 569 Davenport, Iowa. Frame straightening and wheel aligning equipment; wheel straightening and wheel balancing equipment; 50-ton and 125-ton hydraulic presses. Harry Englehart, pres.; Richard D. Englehart, sales mgr. **Adv. Agcy.**—Boudinot Adv., Davenport, Iowa.

BEHR-MANNING CORP., 854 Seifert St., Troy, N. Y. Coated abrasives, sharpening stones, grinding wheels, pressure-sensitive tapes. Elmer C. Schacht, pres.; Henry M. Elliott, 1st vice-pres. and sales dir.; John O. Amstus, vice-pres. and cf. engr.; John M. Cook, vice-pres. and gen. sales mgr.; William I. Clark jr., secy.; H. Vermaidel Teeling, Arthur W. Bedell, asst. secretaries; Harold S. Turner, treas.; Terence A. Cordner, controller; Wm. J. Thelan and Edwin C. Evans, asst. gen. mgrs.; Byron C. Keene, dir. of pur.; Bertram M. Twamley, pur. agt.; Henry J. Sidford, sales prom. mgr.; Harry W. Seifert jr., adv. mgr.; Thomas S. Evans, asst. adv. mgr. **Adv. Agcy.**—Peterson & Kempner, Inc., 444 Madison ave., New York 22, N. Y. Roger N. Peterson, acct. exec.

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BELL CO., INC., THE, 411 N. Wolcott ave., Chicago 22. Hydraulic brake fluids, shock absorber fluids, automatic transmission fluid. J. M. Bell, pres.; C. E. Allderdice jr., vice-pres., gen. mgr.; C. J. Bell, secy.-treas.; Joe Jacobs, wks. mgr.; E. A. Seeman, sales mgr.; L. E. Carr, cf. engr.; Irene Gorvitz, pur. agt. **Det. Rep.**—B. G. Golden, 29700 Thirteen Mile rd., Farmington, Mich.

BELL & WALLACE, 7338 Woodward ave., Detroit 2, Mich. Advertising sales promotion materials, displays, lithography, silk screen, decalcomanias, printed folding cartons, corrugated containers, pressure-sensitive embossed seals, labels and displays, lapel emblems, metal identification plates. Harry G. Bell, John Wallace, partners.

BEMIS, BRO. BAG CO., 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales mgr.; R. Ramsay, secy.; T. W. Little, treas.; A. B. Merriam, adv. mgr. **Det. Rep.**—H. F. Wilson, Bemis Bro. Bag Co., 1627 W. Fort st., Detroit 16, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st.,

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Who's Who in Auto Industry

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St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

BENDIX AVIATION CORP., Fisher bldg., Detroit 2, Mich. Automotive and aviation components radio and television. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nicholls, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Raabe, L. A. Hyland, E. K. Foster, vice-presidents; Henry A. Gossner, secy.; W. H. Houghton, vice-pres., treas.; Wm. A. Mara, dir. adv. and pub. rel. **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX-ECLIPSE OF CANADA, LTD., 1473 Argycle rd., Windsor, Ont., Canada. Automotive parts, including Bendix starter drives, mechanical brakes, hydraulic brakes, hydraulic master and wheel cylinders, vacuum brakes; also line link couplers for agricultural implements. R. W. Keeley, pres. and gen. mgr.; Geo. Stoll, vice-pres.; H. A. Gossner, secy.; W. H. Houghton, treas.; T. F. Harris, wks. mgr.; T. E. McLeod, prod. sales; G. S. Manser, adv. mgr. and serv. sales mgr.; J. C. Blonde, cf. engr.; H. A. Cole, pur. agt.; L. B. Eaton, traf. mgr.; A. Carlisle, pub. rel. mgr. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich.

BENDIX PRODUCTS DIV. of Bendix Aviation Corp., 401 N. Bendix dr., South Bend 20, Ind. Automotive products: hydraulic, mechanical and parking brakes, agricultural brakes, hydrovac vacuum-hydraulic and airpack air over hydraulic power brakes, treadle-vac power brake for passenger cars, vacuum power, accessories, hand control valves; universal joints; vacuum power gearshift assistors; automatic clutch and transmission controls, automatic control governors; vacuum pumps for power brakes; hydraulic power steering for passenger cars, trucks and buses; hydraulic systems for bus control; hydraulic clutch and throttle control; Stromberg carburetors and parts; two-speed axle power controls; "Metalclene" cleaner for automotive and aircraft parts. Aviation products: turbojet and jet propulsion fuel controls and nozzles, automatic starting systems for jet engines, direct fuel injection systems and nozzles, speed density carburetion systems, large injection carburetors, light aircraft injection carburetors, float carburetors, water regulators and controls, landing gear (main, nose and tail wheels), brakes (shoe and segmented rotor brakes), struts (main, nose and tail), hydraulic controls. George E. Stoll, gen. mgr.; George W. Pontius, mgr. automotive section; Charles D. Manhart, mgr. aircraft section; Allan C. Chambers, dir. automotive sales; Frank E. Farrell, asst. dir. automotive sales; S. V. Harding, adv. mgr.; T. A. Kreuser, serv. sales mgr. (automotive); C. E. Budd, dir. of pur.; J. B. Haas, traf. mgr. **Det. Rep.**—A. C. Chambers and F. D. Hourigan, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX RADIO DIV., Bendix Aviation Corp., Baltimore 4, Md. Custom automobile radios, mobile communication equipment. E. K. Foster, vice-pres. Bendix Avia. Corp., gen. mgr. radio div.; G. R. Faustman, fac. mgr.; W. E. Cleaves, sales mgr.; R. B. Barnhill, mgr. mobile and automotive radio sales; F. D. Fenhagen, pub. rel. and adv. mgr.; Arthur C. Omberg, dir. engrg. and research; J. L. Winchester, pur. agt. **Det. Rep.**—V. C. Judd. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich. Wm. Whiting, acct. exec.

BENDIX SKINNER DIV., Bendix Aviation Corp., 434 Twelve Mile rd., West, Box 135, Royal Oak Twp., Royal Oak, Mich. Filters for air, gasoline, oils, hydraulic fluids and industrial liquids. G. C. Fricke, gen. mgr.; K. C. Gano, sales mgr.; T. R. Colliloud, sales prom. mgr.; D. W. Hunt, div. compt.; D. S. Kinsman, pur. agt.; R. J. Dubuc, factory mgr.; W. Kasten, cf. engr. **Det. Rep.**—H. P. Berry. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 901 Cleveland st., Elyria, O. Complete air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, pres.; D. S. Kimball jr., vice-pres. and gen. mgr.; E. P. Durack, asst. to the gen. mgr.; F. G. Reiter, secy. and treas.; F. L. Wheaton, gen. sales mgr.; J. H. Walters, factory mgr.; W. G. Warriner, compt.; E. R. Fitch, dir. of engrg.; S. Johnson jr., cf engr.; H. R. Hafferkamp, dir. of pur.; H. J. Begin, adv. mgr.; J. R. Hastings, serv. mgr. **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

BENMATT ORGANIZATION, INC., 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. B. J. Audette, pres., gen. mgr.; J. W. Simpson, vice-pres.; Max Pilter, treas.; V. Browne, secy. and pur. agt.; Paul Huckelbury, traf. mgr. **Det. Rep.** — Leslie James, 14656 Terry ave. **Adv. Agcy.**—Edwards Advertising, Los Angeles, Calif.

BERGER MFG. DIV., Republic Steel Corp., Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases, sheet metal roof drainage products. C. E. Howes, gen. mgr. of sales; D. E. George, mgr. of sales equip. products; R. L. Seiple, sales mgr. steel bldg., product sales; E. T. Causer, wks. mgr.; Karl Foltz, pur. agt.; E. E. Bang, adv. mgr.; N. W. Sutmaier, asst. adv. mgr. **Det. Rep.**—H. F. Shires, br. mgr., G. E. Reed, nat'l automotive rep. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. John Goulet, acct. exec.

BERNZ CO., INC., OTTO, 280 Lyell ave., Rochester 6, N. Y. Portable propane gas and appliances. S. J. Reich, pres.; J. M. Dunn, vice-pres.; M. Capell, treas.; A. Fredette, wks. mgr.; W. Furst, adv. mgr.; M. Zisk, pur. agt. **Det. Rep.**—Daniel McGuckin, 15020 Fairfield, Detroit. **Adv. Agcy.**—C. L. Rumrill & Co., Rochester, N. Y. Donald Miller, acct. exec.

BERTLEY CO., INC., 540 E. Fordham rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr., pur. agt.; Hannah Levy, secy.-treas.; Norman Levy, gen. mgr.; Bert Levy, adv. and sales prom. mgr.

BESLY-WELLES CORP., Beloit, Wis. Surface grinders, taps, drills, reamers, end mills, and tool bits. E. K. Welles, pres.; K. Y. Taylor jr., vice-pres; W. C. Olson, vice-pres., secy.; H. G. Haarz, treas.; E. Addoms, vice-pres. in chg. of sales; R. A. Kemman, grinder div. sales mgr.; E. C. Wester, asst. sales; K. Hill, adv. mgr.; M. R. Wardlow, wks. mgr.; S. M. Napp, vice-pres., dir. of engrg.; C. Ferwerda, pur. agt.; R. W. Hill, traf. mgr. **Det. Sales Office**—16509 Meyers rd. **Adv. Agcy.** — Glenn-Jordan-Stoetzel, Inc., Chicago, Ill. C. N. Kirchner, acct. exec.

BETHLEHEM STEEL CO. Alloy and carbon steel bars and billets; low-alloy, high-strength corrosion resisting steel; tool steels; hot and cold-rolled sheets and strip; forgings and castings; hydraulic presses and other special machinery; wire rope; cold - formed shapes and special sections. E. G. Grace, chairman; A. B. Homer, pres.; J. V. Honeycutt, vice-pres., sales; P. S. Killian, vice-pres., pur.; J. M. Larkin, vice-pres., industrial and pub. rel.

BETTER METAL PRODUCTS CO., 4495 West 210th st., Cleveland 26, O. Repair order racks, key cabinets, carbon interleaved repair orders. T. H. Easly, pres.

BINKLEY MFG. CO., Warrenton, Mo. Truck trailer and body steel and aluminum structure, roofs, hardware, tire carriers, landing gears. W. J. Binkley, pres.; R. F. Durham, exec. vice-pres.; W. Hausner, vice-pres. and treas.; E. G. DeMersseman, secy.; Frank A. Bornmann, sales mgr.

BINKS MFG. CO., 3114-40 Carroll ave., Chicago 12, Ill. Spray guns, spray booths, painting outfits, regulators, hose and connections, all spray painting accessories. Burke B. Roche, pres.; P. L. Griffin, vice-pres., treas.; E. F. Watts, vice-pres., sales mgr.; John E. Rowe, vice-pres., indus., pub. rel.; C. Houlihan, secy.; George Harker, cf. engr.; George Gasser, pur. agt. **Det. Rep.** — A. W. Christenson, 105 E. Baltimore ave. **Adv. Agcy.** — Robertson, Buckley & Gotsch, Chicago, Ill. Scott Robertson, acct. exec.

BISHMAN MFG. CO., Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrels, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice - pres.; Harold G. Lien, secy.-treas. and asst. sales mgr.; F. Ruhland, wks. mgr.; Don Lyons, sales and adv. mgr., M. Dahlgren, parts and acct. mgr.; Walter Westley, cf. engr.; A. Wallace, pur. agt. **Det. Rep.**—James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—F. H. Faber, Minneapolis, Minn. A. G. Taylor, credit mgr.

BISHOP & BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland 14, O. Thermostats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, cf. engr.; R. A. Dempsey, pur. agt. **Det. Rep.**—A. Rus. Wendell, General Motors bldg.

BLACK & DECKER MFG. CO., Towson 4, Md. Portable electric drills, sanders, polishers, shears, vacuum cleaners, electric bench and portable grinders; electric valve refacers, valve seat grinders; wire wheel and carbon cleaning brushes, etc. A. G. Decker, pres.; Thomas I. Burbage, secy.; Frank J. Nagell, treas.; A. G. Decker jr., vice-pres., mfg.; Robert D. Black, vice-pres.; Glen H. Treslar, vice-pres sales; J. F. Spaulding, sales mgr.; J. F. Apsey jr., mktg. mgr.; G. Ross French, adv. mgr.; George Herbst, serv. mgr.; G. C. Wilhide, cf. engr.; C. B. Mann, pur. agt. **Det. Rep.** — J. M. Schreiner, 3028 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md. Dan Loden, acct. exec.

BLACK MFG. CO., 201 Second st., Harrison, N. J. Paint spray equipment. R. B. Hiley, pres.; Richard C. Benson, vice-pres.; Gaylord B. Wilson, secy.-treas. **Det. Rep.** — H. H. Bantz, 10853 Marne, Detroit, Mich. **Adv. Agcy.**—Emery Advertising Agency, Baltimore, Md. William Hatch, acct. exec.

BLACK & SONS., INC., ADAM, 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres., gen. mgr.; William C. Black, secy., sales and adv. mgr.; Edward A. Black, treas. and wks. mgr.; Fred O. Black jr., cf. engr.; Fred D. Godfrey, pur. agt.

BLACKHAWK MFG. CO., 5325 W. Rogers, Milwaukee 46, Wisc. Hand tools, hydraulic hand and service jacks, porto-power equipment and hydraulic controls. H. P. Brumder, chmn. of bd.; Phil Brumder, pres.; John Merker, vice-pres., secy., mgr. contract sales; Hal Goehrig, vice-pres., chg. sales; H. I. Southerwick, cf. engr.; E. M. Brabant, wks. mgr.; L. E. Bertane, vice-pres., exp. mgr.; Bill Dyke, sales mgr., dist. div.; Jack Wedereit, serv. mgr.; Wes Kiley, adv. mgr.; Ted Affronti, dir. pur.; H. C. Schmidt, traf. mgr.; Fred Hansen, prod. mgr., hand tools, Harry Ferguson, prod. mgr., Porto-Power; R. C. Wacker, mgr. hydraulic control div. **Det. Rep.** — Ray Ferguson, 7201 Perryville rd., Holly, Mich. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Inc., 744 N. 4th st., Milwaukee, Wis. Burt E. Hotvedt, acct. exec.

BLAISDELL MFG. CO., 1350 Coronado ave., Long Beach 4, Calif. Feathered shims, tappet screws, oil metering jets, brass and steel expansion plugs, lock nuts and washers, axle sleeves. A. H. Blaisdell, pres.; H. J. Blaisdell, vice-pres.

BLANCHARD BRO. & LANE, 408 Frelinghuysen ave., Newark 5, N. J. Genuine upholstery leather for automotive and furniture. Sherwood B. Gay, pres.; Karl W. Koeniger, N. C. Foss, George J. Belzel, vice-presidents; H. Gay Crawford, secy.-treas.; William J. Hinson, gen. mgr. James K. Koeniger, wks. mgr.; N. C. Foss (chge. automotive), George J. Belzel (chge. furniture), sales mgrs.; H. L. Dinsmore, cf. engr.; H. D. Weeks, pur. agt. **Det. Rep.**—Ryan Sales Engineering Co., 82 Lothrop ave.

BLISS CO., E. W., 1375 Raff rd. S.W., Canton, O. Mechanical presses, hydraulic

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THE LONG and SHORT of successful time sales

Credit terms, as a service to dealers and time buyers, *should be the lubrication, not the fuel* of modern car merchandising.

It pays to sell cars, not terms. But short, thrifty terms are a valuable accommodation to buyers who are reliable credit risks.

It is the reckless, common use of long terms, disguised as "easy terms", which is so costly to dealers and customers alike.

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You can open the eyes of your prospects by comparing thrifty, comfortable terms, using the GMAC Thrift-Guard Plan! They protect both you and your customers. And you gain 4 ways: (1) Control of the whole transaction. (2) Gross from time contracts. (3) Extra business from satisfied customers. (4) Repeat business from GMAC service.

The GMAC Thrift-Guard Plan available to General Motors Dealers:
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GMAC
GENERAL MOTORS ACCEPTANCE CORPORATION
TIME PAYMENT PLAN

GENERAL MOTORS ACCEPTANCE CORPORATION

Who's Who in Auto Industry

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presses, automatic feeds, can and container machinery, rolling mills, special machinery. Howard U. Herrick, pres.; J. H. Tredinnick, exec. vice-pres.; E. A. Irwin, vice-pres., sales; R. Y. Moss, vice-pres. Canton div.; N. J. Kirk, vice-pres. Toledo div.; R. Potter, vice-pres. Salem div.; R. Shannon, vice-pres. Hastings div.; G. Perrault, sales mgr. (rolling mill div., Salem, O.); W. H. Garrison, treas.; F. J. deLorne, secy.; W. Staecker, cf. engr. (Canton div.); A. H. Schloz, cf. engr. (Toledo div.); F. B. Porteaus, cf. engr. (Hastings div.); G. F. Farrington, cf. engr. (rolling mill div., Salem, O.); E. V. Crane, cf. engr., special projects; M. R. Hatch, cf. engr. development; J. T. Harrington, adv. mgr. **Adv. Agcy.**—Feeley Advertising Agency, New York City, N. Y. John J. Feeley, acct. exec.

BLOOD BROTHERS MACHINE CO., Div. Standard Steel Spring Co., 1 Glass st., Allagan, Mich. Universal joints and assemblies. G. R. Wilber, vice-pres., gen. mgr., treas.; R. E. Myers, secy.; G. Gibson, wks. mgr.; D. F. Wilber, sales, adv. mgr.; G. R. Harrington, chief engr.; C. Condon, pur. agt. **Adv. Agcy.**—Paxson Advertising, Inc., Benton Harbor, Mich.

BLUE BIRD BODY CO., Fort Valley, Ga. School and passenger bus bodies. A. L. Luce, pres.; Albert L. Luce jr., gen. mgr.; J. E. Broadrick, sales mgr. J. A. Roquemore chief engr.; H. F. McElroy, pur. agt.

BLUMENTHAL & CO., INC., SIDNEY, 1 Park ave., New York 16, N. Y. Upholstery. H. H. Scheil, chmn. of bd. and chief exec. officer; Andre Blumenthal, pres.; George Beisheim, treas.; W. C. Spruill, automotive sales div.; George B. Matthews, adv. mgr.

BOHN ALUMINUM & BRASS CORP., 1400 Lafayette bldg., Detroit 26, Mich. Aircraft, automobile, bus, diesel, marine, tank, tractor and truck bearings; automobile, bus, diesel, marine, tank, tractor and hydraulic brake pistons (rough and finished); aluminum and brass extrusions; aluminum and brass forgings; aluminum sand castings; aluminum permanent mold castings; brass and bronze ingot; solders and babbitts; refrigeration and air conditioning products. S. D. Den Uyl, pres.; Terry W. Kuhn, vice-pres.; G. A. Schwenk, vice-pres. and oprs. mgr.; E. K. Mann, vice-pres. and contr.; C. M. Adams, secy.; F. M. Taylor, treas.; K. R. Crawford, asst. treas. and asst. secy.; D. I. Connor, adv. mgr.; C. M. Alpaugh, dir. of purs. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit 26, Mich.

BOLTA CORP., 70 Garden st., Lawrence, Mass. Boltaflex supported and self-supported plastic sheeting; quilted Boltaflex; saran. John Bolten, chmn of bd.; Daniel E. Hogan jr., pres.; John Bolten jr., vice-pres.; Arnold A. Weiner, vice-pres., sales; Lawrence D. Bragg, vice-pres., production; James D. Casey, vice-pres., engrg.; Edward F. Krieger, vice-pres., mfg.; Frederick Dodkin, treas.; Samuel S. Dennis III, secy.; Bomar Kramer, sales mgr., automotive div.; Abe Bloomberg, field sales mgr., automotive div.; Sol Sackel, dir. of adv.; Robert S. Kesler, pur. agt.; William Murphy, asst. production mgr. **Adv. Agcy.**—H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Herbert T. Hand jr., acct. exec.

BONNEY FORGE & TOOL WORKS, Allentown, Pa. Mechanics' hand tools. Joseph W. McDougal, pres.; A. J. Male, chmn. of the bd.; Roger O. Bay, vice-pres., tool sales; F. S. Durham jr., vice-pres. and secy.; H. J. Seaman, field sales supervisor; L. J. MacGregor, chief engr.; C. O. Richards, pur. agt.

BONZER MFG. CO., INC., 3517 E. 11th Long Beach, Calif. Cosmopolitan wheel kit, glo rims, steering wheel spinner knobs, Ford spats, and safety locks. L. W. Bonzer, pres.; A. S. McEvoy, vice-pres.; B. Hitchcock, secy.; E. E. Fanter, office mgr.; Mannie Williams, sales mgr.; L. H. Bennet, chief engr. **Det. Rep.**—M. E. Hewitt, 17346 Roselawn, Detroit 21. **Adv. Agcy.**—Warren P. Isham, Long Beach, Calif.

BOOTS AIRCRAFT NUT CORP., P. O. Box 591, Norwalk, Conn. Self-locking nuts. Col. N. Jay Boots, pres.; J. Nelson Kelly, exec. vice-pres.; Jay S. Boots, vice-pres. C. A. Milton, secy.-treas.; W. D. Wedgwood, sales mgr. **Adv. Agcy.**—Louis DeGarms, New York, N. Y.

BORG & BECK DIV. of Borg-Warner Corp., 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lift-trucks. David E. Gamble, chmn. of supervisory bd.; Tolbert L. Knecht, pres. and gen. mgr., Harold Nutt, vice-pres. and asst. gen. mgr., dir. of engr.; Clyde Bissell, secy.-treas., and contr.; Otto Janes, asst. secy. and asst. treas.; Edward H. Lipke, factory mgr. Fred T. Rumpf, asst. fact. mgr. and supt.; Arthur W. Anderson, sales engr.; Alfred A. Krueger, sales engr.; Chas. C. Blanchard, serv. mgr.; R. L. Smirl, asst. dir. of engr.; Harold V. Reed, chief engr.; Lawrence R. Seen, pur. mgr.; Edward F. Newren, asst. pur. mgr.; Carl E. Morris, traf. mgr. **Det. Rep.**—Joel D. Monroe, Rm. 7-233 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. Walter E. Smith, acct. exec.

BORG PRODUCTS DIV., The George W. Borg Corp., 902 Wisconsin st., Delavan, Wis. Electrically-wound and hand-wound clocks. George W. Borg, pres.; Lester M. Grether, vice-pres.; Harold R. Egenes, secy.-treas.; Karl Keck, sales mgr.; Louis Hebbeln, chief engr.; H. W. DeVitt, supt.; Deane Grether, pur. agt. **Det. Rep.**—Roy M. Hood, Basso bldg., Detroit 2, Mich.

BORG-WARNER CORP., 310 S. Michigan, Chicago 4, Ill. Clutches, transmissions, automatic transmissions, torque converters, gears, universal joints, carburetors, automotive timing chains, radiators, power steering (for passenger cars, trucks, buses and tractors), silent chains, sprockets, flexible couplings, speed reducers, hydraulic pumps, fuel pumps, air pumps, electric motors and related accessories (for aircraft, electric and engine hydraulic pumps), valves and electric motors, gear reduction units, power take-offs, mechanical precision springs for automotive and aircraft industries, special clutch discs and precision flat springs. C. S. Davis, chmn. of bd.; R. C. Ingersoll, pres.; G. A. Shallberg, chmn. of exec. comm.; Mathew Keck, vice-pres.; L. G. Porter, admr. vice-pres. and treas.; R. S. Ingersoll, admr. vice-pres.; R. W. Murphy, vice-pres. and gen. counsel; R. W. Dose, secy.; G. A. Shallberg jr., dir. of adv.; J. S. Davis, dir. of pub. rel. **Adv. Agcy.**—J. Walter Thompson Co., Chicago, Ill. T. T. Weldon, acct. exec. **Industrial Adv.**—Rogers and Smith, Chicago. W. E. Smith, acct. exec.

BORROUGHS MFG. CO., Subsidiary American Metal Products Co., 3002 N. Burdick, Kalamazoo, Mich. Flexi (storage) bins, library shelving, bookcases, storage cabinets, stampings, sheet metal fabrication, round and square tubing fabrication, industrial shelving. F. C. Matthael, pres.; A. M. Mras, secy.-treas.; D. F. Roby, vice-pres.; Samuel Bullock, vice-pres.; Tracy Call, gen. mgr. Ray Pike, traffic mgr.; Joe E. Davis, sales mgr. **Adv. Agcy.**—Roland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Roland G. Spedden, acct. exec.

BOSTON WOVEN HOSE & RUBBER CO., P. O. Box 1071, Boston 3, Mass. Conveyor, elevator and transmission belting, industrial and fractional V-belts, industrial and fire hose, friction and rubber tape, sheet packing, brass goods, tubing and rubber and plastic garden hose, jar rings, floor matting, stair treads. John M. Bierer, pres.; Wilfred L. Larkin, vice-pres. and treas.; Whiting N. Shepard, vice-pres. in chg. of sales; James N. Mason, vice-pres. in chg. of mfg. and development; John H. Rowe, vice-pres.; Alden S. Foss, asst. treas.; Fred V. Maloon, gen. sales mgr.; H. Stanley Johnson, dir. of mdse.; John H. Alsen, dir. of engrg. sales; George S. Stothoff, dir. of mktg. research; James C. Walton, mgr. of govt. transactions; L. M. Atwood, admin. asst. to the vice-pres. in chg. of sales; Richard A. Sawyer, admin. asst. to the gen. sales mgr.; George A. Taylor, adv. and sales prom. mgr.; John J. Bolger, sales office mgr.; G. E. Apel, plant engr.; Harrison S. Royce, gen. pur. agt.; T. F. Murphy, traffic mgr. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., New York and Detroit.

BOSTROM MFG. CO., 133 W. Oregon st., Milwaukee 4, Wis. Hydraulic suspension seat assemblies for trucks and tractors; cushions; spring units for trucks, tractors, earthmovers, transport vehicles. Harold W. Bostrom, pres., gen. and wks. mgr.; Karl A. Bostrom, vice-pres., treas.; W. J. Schlapman, sales mgr.; Richard R. Whiting, secy.; A. K. Simons, chief engr.; J. H. Kitterman, pur. agt. **Adv. Agcy.**—Al Herr, Adv. Agency, Milwaukee 4, Wis. Al Herr, acct. exec.

BOSTWICK LABORATORIES, INC., 706 Bostwick ave., Bridgeport 5, Conn. Insect killer, fire extinguisher, Aerosol insecticides, moth proofers, air conditioners, plastic sprays, Spray-Kleen spot remover. A. O. Samuels, pres. and gen. mgr., treas.; J. Schenberg, vice-pres.; Herbert Cohen, secy.; Charles Butler, pur. agt.; Jack Schenberg, sales and adv. mgr.; Paul Klinger, traffic mgr.

BOTTOMLEY ENTERPRISES, 14466 Ford rd., Dearborn, Mich. "Safety-Brake," extra wide brake pedal extension for automatic transmission automobiles. Harry R. Bottomley, pres.; Joseph F. Nebrick, sales mgr. **Det. Rep.**—Joseph F. Nebrick, 14466 Ford rd. **Adv. Agcy.**—Tech Adgency, Detroit, Mich.

BOWEN PRODUCTS CORP., Canal st., Auburn, N. Y. Lubricators, metal stampings, automobile window regulators and door latches. L. A. Young jr., pres.; Mary D. Below, secy.-treas.; James F. Conners, plant mgr.; Wm. H. Steelow, prod. mgr.; Percy B. Williamson, plant sales and traffic mgr.; James F. Greenup, pur. agt.; R. D. Mullally, employment mgr.

BOWER ROLLER BEARING CO., 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, straight roller bearings. S. A. Strickland, pres.; R. S. Strickland, exec. vice-pres.; Theo. C. Dye, secy.; F. E. Halderman, vice-pres., treas.; J. R. Squire, vice-pres. mfg.; R. Strickland, adv. mgr.; G. O. Wilson, vice-pres. engrg.; Charles Heller, pur. agt. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. R. A. Brewer, acct. exec.

BOWERS BATTERY & SPARK PLUG CO., Box 1262, Reading, Pa. Storage batteries, spark plugs, battery charging equipment. C. P. Bowers, pres.; A. J. MacRea, vice-pres. and gen. mgr.; I. Y. Graul, secy. and treas.; G. R. Luckenbill, wks. mgr.; R. W. Shreiner, sales mgr.; W. F. Keller, adv. mgr.; C. H. Rinehart, chief engr.; Earle E. Hafer, pur. agt.; Herbert Nagle, traffic mgr. **Adv. Agcy.**—Beaumont, Heller & Sperling, Reading, Pa. Louis Sperling, acct. exec.

BOWES "SEAL FAST" CORP., 226 N. Pine st., Indianapolis 7, Ind. Tire and tube repair, tubeless tire repair, radiator chemicals, white sidewall tire cleaner—liquid and paste, battery cables, spark plugs, tire repair equipment and machines, additives, oil filters, valve hardware, automotive fuses, molded and flexible radiator hose, combustion-aid, brake fluid, tire paint, waterless hand cleaner. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Freeman A. Leas, secy.; Maude F. Watson, treas.; George E. Talmage, asst. sales mgr.; Robert M. Bowes II, adv. mgr.; Frank S. Gardner, pur. agt.; E. E. Perkins, asst. pur. agt. **Det. Rep.**—Fay Earnett, 16739 Rutherford. **Adv. Agcy.**—Pettinger-Harding, Inc., Indianapolis, Ind. Charles Pettinger, acct. exec.

BOYERTOWN AUTO BODY WORKS, INC., Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom-built bodies, van bodies, refrigerated truck bodies, ambulance bodies, military vehicles. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Jess Goranflo, sales mgr.; Gordon Rose, asst. to pres.; Lloyd B. Fritz, production coordinator.

BOYLE-MIDWAY INC., 22 E. 40th, New York 16. Auto polishes, "3-in-1" oil, Kant-Rust oil, and Plasteele, for body and fender repairs. S. Schraffenberger, pres.; W. Tingdale, vice-pres.; E. A. DeBaggis, sales mgr.; R. S. Wheeler, adv. mgr. **Adv. Agcy.**—Geyer Advertising, Inc., 711 Fifth ave., N. Y. F. Kearney, acct. exec.

BRACH MFG. CORP., 200 Central ave., Newark 4, N. J. Auto radio antennas. FM and TV antennas. Leon S. Brach, pres.; Ira Kamen, vice-pres.; J. B. Cejka, vice-pres. and cf. engr.; A. Ashcroft,

(Continued on Page 183)

50 years with

EARLE C. ANTHONY

Founder and head of Earle C. Anthony, Inc., Los Angeles, Calif.

Earle C. Anthony, veteran automobile dealer and distributor, and pioneer businessman of the West, was honored recently at a dinner in recognition of his 50 years of continuous service and achievement in California and in the American automobile industry.

More than 200 business, professional, and civic leaders turned out to pay tribute to the genius who made a fortune in two of the outstanding developments of the Twentieth Century, the automobile and radio.

From Detroit, a delegation of Packard Motor Car officials made the trip to Los Angeles to be present when Mr. Anthony, a member of Packard's Board of Directors and a Packard dealer for half a century, was honored by his hometown. Included were James J. Nance, President; Hugh J. Ferry, Chairman of the Board; and Clare E. Briggs, Vice President of Sales.

50 Golden Years

Earle Anthony's half century with Packard—the success his organization has made in the automobile business—are eloquent evidence of the substantial character of Packard's franchise over the long pull.

Mr. Anthony's outstanding personal reputation and the business he has represented for many years—Packard—have combined to produce a career to be admired by automobile men everywhere. Yet it typifies an opportunity *open today* to a limited number of forward-looking dealers who recognize the business values, the reputation and the profit future offered by the Packard franchise.

PACKARD

MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

Now...ask the Man Who Owns One

Who's Who in Auto Industry

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pur. agt. **Det. Rep.** — S. Kehoe, 719 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — FAA Advertising, 701 W. 189th st., New York City.

BRADEN WINCH CO., P. O. Box 547, Broken Arrow, Okla. Winches, gear boxes, hanger bearings. J. E. Mabee, pres.; H. B. Mabee, vice-pres. and gen. mgr.; Frank A. Brown, sales; Don J. Catron, adv. mgr. and sales prom. mgr.; E. W. Turnquist, cf. engr.; C. A. Thomas, pur. agt.; Walter Black, parts and acc. mgr., traf. mgr. **Det. Rep.** — Howard M. Ross, 615 Orchard View Drive, Royal Oak, Mich. **Adv. Agcy.**—Watts-Payne Adv. Co., Tulsa, Okla. Les Hauger, acct. exec.

BRADY CORP., 18th and Ebright st., Muncie, Ind. Automatic cooling system cleaners, industrial coolant pumps, automotive exhaustair system. F. E. Brady, pres., gen. mgr. and cf. engr.; E. A. Huston, vice-pres. and bus. mgr dir.; H. L. Haskett, factory mgr.

BRAEBURN ALLOY STEEL CORP., Braeburn, Pa. Alloy and carbon tool steels, tool bits and shear blades. Ernest G. Jarvis, chmn.; Norman I. Stotz, pres.; John A. Nelson, vice-pres.; N. B. Mullen, secy.; Clifford R. Warren, treas.; H. M. Alworth, storekeeper; Charles W. Schuck, gen. supt.; C. T. Fletcher, metallurgist; A. S. McQueen jr., asst. sales; F. B. Walker jr., cf. engr.; E. M. McLaughlin, pur. agt.; J. F. Connor, cf. chemist; J. R. Hill, M.M.; D. C. Garlitts, mach. shop supt. **Det. Rep.**—E. A. Brophy, 1135 East 9 Mile rd., Ferndale 20.

BRAKE LINING SUPPLY CO., INC., 882 Commonwealth ave., Boston 15, Mass. Brake lining for cars, trucks, buses, etc. Adrian Comins, pres. and gen. mgr.; A. C. Lurie, vice-pres.; S. A. Comins, treas.

BRANDT MACHINE CO., INC., C. R. Roosevelt ave., extd., York, Pa. Hydraulic presses, spring testers, shock absorbers. Fred H. Hespenheide, pres.; C. Ralph Brandt, vice-pres.; A. H. Rohrbaugh, secy.-treas.; Paul J. Byerly, gen. mgr.; Richard Ganther, wks. mgr.

BREEZE CORP., INC., 41 S. Sixth st., Newark 7, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. J. Mascuch, pres.; J. F. Lucas, vice-pres.; H. J. Dwyer, secy.; F. G. Shupp, treas.; F. T. Gould, sales mgr.; T. C. Irwin, automotive sales mgr.; A. T. Keller, wks. mgr.; R. M. Nardone, dir. of engrg.; G. C. Braumuller, pur. agt.; A. P. Ellsworth, asst. **Adv. Agcy.**—Burke, Dowling, Adams, Montclair, N. J. B. D. Adams, acct. exec.

BREUER ELECTRIC MFG. CO., 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors. A. A. Breuer, pres.; C. A. Criswell, vice-pres.; A. M. Anderson, sales mgr.; P. W. Williams, asst. sales mgr.; I. Frahm, serv. mgr.; G. Marshall, pur. agt. **Det. Rep.**—Gene Lemke Sales Co., 484 Fordham parkway, Bay Village, O. **Adv. Agcy.**—Grimm & Craigle, Chicago, Ill. Walter T. Craigle, acct. exec.

BREWER - TITCHENER CORP., 111 - 113 Port Watson st., Cortland, N. Y. Forgings and stampings. J. H. Greene, pres.; M. E. Maxon, vice-pres., treas., sales mgr.; E. R. Brewer, secy.; W. S. Brewer, asst. treas.; A. W. Hoffman, pur. agt.; F. R. Davies, traf. mgr. **Det. Rep.**—C. H. Webster. **Adv. Agcy.** — Taylor M. Ward, Inc., Ithaca, N. Y.

BRIDGEPORT BRASS CO., 30 Grand st., Bridgeport 2, Conn. Brass and copper sheet, rod, wire, tubing, condenser and heat exchanger tubing, bronze welding rod and wire, phono-electric bronze wire, brass and copper pipe, copper water tubing, fittings, tire valves, plumbing goods. Herman W. Steinkraus, pres., gen. mgr.; Austin R. Zender, exec. vice-pres.; Richard L. Allen, gen. sales mgr.; John S. Dawson, secy., counsel; W. R. Breetz, vice-pres., treas.; Philip Davidson, adv. mgr. **Adv. Agcy.** — Hazard Advertising Co., New York. John C. Lucas, acct. exec.

BRIDGEPORT FABRICS, INC., 805 Wood ave., Bridgeport, Conn. Elastic and nonelastic narrow fabrics, sponge rubber weatherstripping with molded-in spring wire flange, robe rails, assist straps. H. B. Naramore, chmn. of bd.; H. Burling Naramore, pres.; R. W. Naramore, vice-pres., sales mgr.; E. J. Morrell, secy.; T. N. Wakeman, treas.; L. Sparagen, cf. engr.; Paul Wick, pur. agt. **Det. Rep.**—732 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Henry A. Loudon, Advertising, Inc., Statler office bldg., Boston 16, Mass. Howard Stockwell, acct. exec.

BRIDGEPORT THERMOSTAT DIV., Robertshaw-Fulton Controls Co., 1225 Connecticut ave., Bridgeport 1, Conn. Thermostats. J. A. Robertshaw, pres.; A. D. Rapuano, vice-pres., gen. mgr.; W. H. Steffler, secy.-treas.; C. F. Ahlheim, sales mgr.; J. F. Mayne, asst. sales; E. D. Rogers, adv. mgr.; D. L. Morgan, cf. engr.; H. V. Boshea, pur. agt. **Det. Rep.**—C. E. Sharp, 705 Donovan bldg. **Adv. Agcy.**—Griswold-Eshelman Co., Cleveland.

BRIGGS FILTRATION CO., River rd., Washington 16, D. C. Oil filters and oil filter replacement elements. F. S. Ehrman, pres.; J. H. Nash, vice-pres., secy.-treas.; S. W. Briggs, vice-pres., chge. research; M. J. Russell, sales mgr. (automotive); H. K. Woodward, sales mgr. (industrial); Mrs. Hettie Davis, sales prom. mgr.; W. C. Bauer, cf. engr.; D. Hardester, pur. agt.; N. L. King, traf. mgr. **Det. Rep.**—Industrial: Wm. A. DaLee, Inc., 9190 Roselawn ave. **Adv. Agcy.** — Willis S. Martin Co., Fort Wayne, Ind. W. S. Martin, acct. exec.

BRIGHT STAR BATTERY CO., 600 Getty ave., Clifton, N. J. Flashlights, flashlight and radio batteries, dry cells, vitasparks. S. T. Parson, pres.; J. M. Koretzky, vice-pres.; E. J. Beazley, treas.; E. G. Balstraz, gen. plant mgr.; L. J. Kalkut, sales office mgr.; G. Feher, pur. agt.

BRIGHTBILL BODY WORKS, INC., M. A., E. Cumberland st., Lebanon, Pa. Truck bodies, vans, custom bodies. Richard L. Boeshore, pres., wks. mgr.; Kathryn A. Boeshore, secy.-treas.; James A. Eckenroth, sales mgr.

BROCKWAY MOTOR CO., INC., 106 Central ave., Cortland, N. Y. Brockway trucks. Harry O. King, pres.; Frank C. Odell, secy.-treas.; Walter F. Blanden, asst. gen. sales mgr.; Gerald D. Shira, adv. mgr.; Harold O. Keller, serv. mgr.; Rodman S. Reed, cf. engr.; Lester L. Cross, asst. cf. engr.; Claude M. Bigelow, pur. agt.; Charles C. Severance, prod. mgr.

BROWN - LIPE - CHAPIN DIV., General Motors Corp., Town Line rd., Syracuse, N. Y. Hub caps, bumper guards, die cast trim. Norman M. Ross, gen. mgr.; George S. Cole jr., mfg. mgr.; Stanford Landell, dir. of product engr. and sales; Harry C. Nelson, sales mgr.; Calle Van Meter, dir. of pur.

BROWN RUBBER CO., INC., Union st. & 52 By-Pass, Lafayette, Ind. Molded sponge rubber products. E. A. Callanan, pres.; George Leach, exec. vice-pres.; J. H. Buskirk, vice-pres.; George McCollough, vice-pres. and wks. mgr.; C. B. Yoran, vice-pres. and dir. of research; C. W. Hickman, treas.; R. D. Branigin, secy.; H. L. Wettschurack, dir. of pur.; Howard Kissell, dir. of personnel; Fred Tuxworth, cf. engr.; G. Meyers, traf. mgr. **Det. Rep.**—A. E. Hess, 1019 Fisher bldg.

BROWN TRAILERS, INC., Toledo, O. Aluminum trailers and bodies: van semi-trailers, open top semi-trailers, grain semi-trailers, doubles semi-trailers, step floor semi-trailers, van full trailers, cargo van semi-trailers, van truck bodies, cargo van bodies. T. C. Brown, chmn. of bd.; A. A. Kearney, pres.; W. R. Brown, K. W. Tantlinger, G. R. Mortenson, vice-presidents; R. P. Whelan, vice-pres., Eastern regional sales mgr.; L. A. Clark, vice-pres. and Spokane plant mgr.; T. A. Roberts, vice-pres., Western regional sales mgr.; John Leveille, treas.; W. Z. Davis, Toledo plant mgr.; R. H. Rhoads, Reading plant mgr.; R. G. Flagan, cf. engr.; G. D. Knepper, adv. mgr. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O.

BRUNNER MANUFACTURING CO., 1821 Broad, Utica 1, N. Y. Air compressors, L. P. gas units, air conditioners, hermetic units, refrigeration equipment, water chillers. A. G. Zumbrun, pres. and gen. mgr.; A. W. Detwiler, exec. vice-pres.; Geo. Mumford, asst. secy.-treas.; P. A. Lovegren, wks. mgr.; F. C. Hawk, vice-pres. chg. sales; C. M. Hatcher, adv. mgr. and sales prom. mgr.; Joe Connors, serv. mgr.; M. W. Stoms, cf. engr.; E. H. Schiller, pur. agt.; Andrew Breckel, traf. mgr.; O. R. McDonald, pub. rel. mgr. **Det. Rep.**—A. L. Haldeman, Overlook rd., Chagrin Fall, O. **Adv. Agcy.**—Moser & Cotins, Utica, N. Y. Lyle Reigler, acct. exec.

BRYANT CHUCKING GRINDER CO., 257 Clinton, Springfield, Vt. Internal grinders, internal and external thread gages, granite surface plates, boring machines. W. J. Bryant, pres.; J. H. Beardsley, vice-pres., gen. mgr.; Alan E. Stubbs, sales mgr.; H. A. Bush, treas.; M. H. Arms, cf. engr.; E. R. Olney, pur. agt. **Adv. Agcy.** — H. A. Loudon, Adv., Boston, Mass.

BUCKEYE RUBBER PRODUCTS, INC., 637 N. Jackson st., Lima, O. Belts, radiator hose, floor mats, mud guards, sponge rubber stripping, molded sponge rubber gaskets, neoprene rubber seals both strip and sheet, rubber sleeves, rubber packing, rubber and cork compounds, and all automotive and industrial rubber specialties. Ben Rakowsky, pres., gen. mgr.; Rudy Rakowsky, vice-pres., secy., sales mgr.; A. J. Verstein, treas., pur. agt.; A. Roth, wks. mgr.; Charles Claypoole, cf. engr. **Det. Rep.** — Jerry Gitre, 726 Fisher bldg.

BUDA CO., Div. of Allis-Chalmers Mfg. Co., 154th and Commercial aves., Harvey, Ill. Diesel and gasoline engines, generator sets, lifting jacks, diesel nozzle tester, railroad equipment, earth drills, material handling equipment. R. K. Mangan, pres.; L. C. Daniels, vice-pres.; K. E. Fitzpatrick, secy.-treas.; C. A. Leetz, sales mgr. (material handling); M. J. Rotroff, sales mgr. (railroad and ind.); L. F. Shoemaker, vice-pres., sales mgr. (engines); R. H. Heberling, wks. mgr.; H. H. Cohenour, adv. and sales prom. mgr.; A. F. Ochtman, cf. engr.; H. W. Blank, parts mgr.; R. C. Wieterson, pur. agt.; W. A. McBratney, asst.; M. J. Rice, traf. mgr. **Det. Rep.**—Operates out of Harvey, Ill. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill. Ed Papp, acct. exec.

BUDD CO., 2450 Hunting Park. ave., Philadelphia 32, Pa. Body parts and stampings; truck and bus wheels; truck trailers; agricultural implements. Edward G. Budd jr., pres.; E. R. Schmidt, mfg. vice-pres.; A. R. Lindsay, engr., vice-pres.; Al Walton, gen. mgr. mfg.; H. A. Coward, vice-pres., adv. mgr.; C. Coyle, E. Bates, D. Coyle, E. Blaine, wks. mgrs.; R. F. Littley, vice-pres. auto sales; Wm. A. Ehresman, pur. agt.; Charles Davitt (Phila.), W. J. S. Buchanan (Detroit), Paul Telep, (Gary, Ind.), E. D. Heilbrun, (Phila. Red Lion), traf. mgrs.; A. D. Leeson (Phila.), Carson M. Wallace (Detroit), pub. rel. mgrs. **Adv. Agcy.**—Lewis & Gilman, Philadelphia 2, Pa. John C. Belfield, acct. exec.

BUELL MFG. CO., 919 W. 49th Place, Chicago 9, Ill. Air horns, compressors. R. D. Buell, pres.; Roy D. Buell jr., vice-pres. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. J. M. Wentsel, acct. exec.

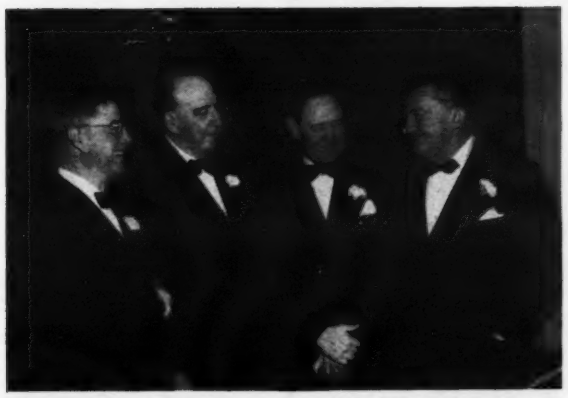
BUFFALO DIV., Houdaille-Hershey Corp., 537 E. Delavan ave., Buffalo 11, New York. Rotary shock absorbers, direct-acting shock absorbers, shimmy dampers, torsional vibration dampers, transmission pumps, lubricating pumps, 4-way power seat actuator. Charles Getler, pres.; A. C. Ryan, gen. mgr.

BUICK MOTOR DIV., Flint 2, Mich. Motor cars. I. L. Wiles, gen. mgr.; E. T. Ragsdale, gen. mfg. mgr.; A. H. Belfis, gen. sales mgr.; E. C. Loppnow, adm. asst. to gen. sales mgr.; J. B. Nash, F. V. Bridge, asst. sales mgrs.; G. D. Wilson, adv. mgr.; E. J. Krause, serv. mgr.; Paul E. McCracken, parts and acct. mgr.; V. P. Mathews, cf. engr.; F. J. Compson, pur. agt.; C. Clark Smith, traf. mgr. **Det. Rep.**—J. L. Bradshaw. **Adv. Agcy.**—Kudner Agency, Inc., New York City, N. Y. Martin Rice, acct. exec.

BUILDERS ORNAMENTAL IRON CO., Frame Master Div., 4655-59 W. Arthington st., Chicago, Ill. Frame and axle straightener for cars and trucks; collision units for alignment and front end work

(Continued on Page 184)

PACKARD...and still going strong!



Among the many friends who gathered in Los Angeles to honor Earle C. Anthony (second from left) were Hugh J. Ferry, Board Chairman of Packard Motor Car Co.; James J. Nance, President of Packard, and Jean Hersholt of radio and movie fame.

Mr. Nance, assisted by actor Leo Carrillo (in background), presents Mr. Anthony with an engraved tribute to "... one of America's industrial pioneers for the automotive industry." At the left is Mr. George A. Wagner, Vice President of Earle C. Anthony, Inc.

Cost of Operating Cars In Various Areas

	Fixed Costs per day	Total per Mile Cost (in cents)	*Depr. adj. per 1,000 miles
Portland, Ore.	$1.64	3.65	$11.45
San Francisco, Calif.	1.86	3.55	11.80
Spokane, Wash.	1.59	4.05	11.55
Sacramento, Calif.	1.72	3.90	11.80
Boise, Id.	1.50	4.10	11.20
Tucson, Ariz.	1.60	3.90	11.45
Butte, Mont.	1.53	4.00	11.15
Denver, Colo.	1.55	3.85	10.85
Las Vegas, N. M.	1.59	3.85	11.15
El Paso, Tex.	1.49	3.70	11.05
Omaha, Nebr.	1.42	3.75	10.25
Dodge City, Kans.	1.44	3.55	10.70
Corpus Christi, Tex.	1.49	3.65	10.90
Duluth, Minn.	1.60	3.50	10.35
Des Moines, Ia.	1.48	3.15	10.40
Kansas City, Mo.	1.57	3.20	10.45
Joplin, Mo.	1.51	3.50	10.50
St. Louis, Mo.	1.60	3.30	10.40
Tulsa, Okla.	1.53	3.35	10.65
Fort Smith, Ark.	1.47	3.80	10.65
Houston, Tex.	1.48	3.25	10.75
Jackson, Miss.	1.50	3.80	10.65
New Orleans, La.	1.51	3.75	10.75
Chicago, Ill.	1.53	3.25	10.25
Milwaukee, Wis.	1.53	3.25	10.05
Louisville, Ky.	1.45	3.50	10.40
Nashville, Tenn.	1.49	3.55	10.45
Birmingham, Ala.	1.47	3.55	10.45
Traverse City, Mich.	1.39	3.45	10.40
Youngstown, O.	1.54	3.20	10.35
Syracuse, N. Y.	1.56	3.40	10.15
Elmira, N. Y.	1.54	3.20	10.15
Pittsburgh, Pa.	1.47	3.45	10.20
Williamson, W. Va.	1.47	3.80	10.35
Chattanooga, Tenn.	1.54	3.85	10.50
Saratoga Springs, N. Y.	1.70	3.45	10.20
New York, N. Y.	1.93	3.20	10.55
Chelsea, Mass.	1.68	3.25	10.25
Bayonne, N. J.	1.73	3.20	10.25
Norfolk, Va.	1.42	3.35	10.30
Charleston, S. C.	1.47	3.35	10.75
Miami, Fla.	1.57	3.45	10.75
AVERAGE, 42 TERRITORIES	$1.55	3.54	$10.66

* Applies to mileage in excess of 18,000 only. Source: American Automobile Assn.

Who's Who in Auto Industry

(Continued from Page 183)

up to the cowl; special axle tools. William J. Payes jr., pres. and treas.; Frank J. Sudlik, vice-pres., gen. sales mgr.; Harry W. Johnson, pur. agt.; Paul Riewoldt, cf. instructor. **Adv. Agcy.** — Leslie Brink, Chicago, Ill.

BULLARD COMPANY, THE, 286 Canfield ave., Bridgeport 2, Conn. Machine tools including vertical turret lathes, boring, milling and drilling tools, spacer table, chucking grinder, etc. E. C. Bullard, pres., gen. mgr.; George Todd, vice-pres.; A. E. North, secy., treas.; R. A. Shoemaker, wks. mgr.; F. U. Hayes, vice-pres., sales mgr.; H. E. Neale, asst. sales; R. C. Bullard, adv. mgr.; W. C. Neu, asst.; K. E. Howard, serv. mgr.; L. J. Baudis, cf. engr.; T. H. Wilber, pur. agt., traf. mgr.; N. Pleasanton, pub. rel. mgr. **Det. Rep.**—Wilfred Thompson, 16935 James Couzens hwy., Detroit 35. **Adv. Agcy.** — Park City Adv. Agcy., Bridgeport, Conn.

BUNDY TUBING CO., 8109 E. Jefferson ave., Detroit 14, Mich. Bundyweld steel tubing, monel tubing, nickel tubing. W. W. Anderson, pres.; G. D. Baker, vice-pres. sales; W. W. Anderson jr., vice-pres., gen. mgr.; J. L. Shanahan, wks. mgr.; P. A. O'Connell, sales mgr.; David Knox, cf. engr.; T. H. Schneider, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

BUNTING BRASS & BRONZE CO., 715 Spencer st., Toledo 9, O. Cast, bronze bearings, both standard and special; electric motor bearings; bronze bars of bearing bronze. G. H. Adams, pres.; W. F. Volk, secy.-treas.; R. R. Hirsch, vice-pres. of sales; M. A. Hamman, B. Van Steenburgh, sales mgrs.; A. L. Cremean, vice-pres. manufacture; D. C. Spaulding, prod. engr.; O. Heath, cf. engr.; J. Frautschi, pur. agt.; W. H. Roberts, asst.; F. Stewart, traf. mgr. **Adv. Agcy.** —Beeson-Reichert, Inc., Toledo, O.

BURCH MANUFACTURING CO., INC., 618 First ave N., Fort Dodge, Ia. Industrial heat houser, boat covers, truck covers, motor carriers and weathertite tarps. Paul E. Burch, pres., pur. agt.; Phillip L. Burch, vice-pres.; Karl D. Burch, secy.; Max Burch, treas.; James L. Ellstrom, gen. mgr.; John H. Billings, sales, adv., sales prom. mgr.; Don Swalla, cf. engr.; E. E. Hobermann, traf. mgr. **Adv. Agcy.** — Peterson Advertising Agency, Fort Dodge, Ia.

BURD PISTON RING COMPANY, Div. of the White Machine Co., Eau Claire, Wis. 2401 Tenth st., Rockford, Ill. Piston rings, piston expanders, valve packing, valve guides. E. F. Eisman, sales mgr.; D. Fisher, traf. mgr. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis.

BURG, A. S., CO., 116 South st., Boston 11, Mass. Materials for auto seat covers. A. S. Burg, pres., adv. mgr.; Barney Kane, vice-pres., sales mgr., pur. agt.; Elliot Adelman, secy.; G. Burg, treas.; Albert Ross, asst. treas. **Det. Rep.**—Frank J. Murphy jr. **Adv. Agcy.**—Bresnick & Solomon, Boston, Mass.

BURGESS BATTERY CO., Freeport, Ill. Dry batteries, flashlights, pocketlights, lanterns. D. W. Hirtle, pres.; F. J. Kirkman, vice-pres.; D. J. Teare, secy.-treas.; W. T. Evans, asst. secy.; F. J. Kirkman, gen. mgr.; H. S. Cramer, gen. supt.; C. E. Balz, sales mgr.; J. J. Coleman, cf. engr.; R. E. Beldt, pur. agt.; A. C. Harris, traf. mgr. **Det. Rep.**—H. E. Heisner, 10931 Balfour rd., Detroit 24. **Adv. Agcy.**—Kane Advertising, Bloomington, Ill. Edmund Kane, acct. exec.

BURGESS-NORTON MFG. CO., Geneva, Ill. Piston pins, stampings, hardened and ground parts, screw machine products. C. M. Burgess, pres., treas.; F. E. Burgess, exec. vice-pres. and asst. treas.; R. A. Anderson, vice-pres., prod.; C. B. Johnson, vice-pres. sales; W. T. Crane, adv. mgr.; M. H. Townsend, cf. metallurgist; G. M. Waller, cf. engr.; G. D. Holliday, pur. agt.

BURKHARDT CO., 543 W. Larned st., Detroit 26, Mich. Loose leaf binders, processed catalog covers, celluloid indexes, leather portfolios and cases, easel display binders, pamphlet binding, general bookbinding. Edward H. Zerbe, pres. and sales mgr.; J. C. Burkhardt, vice-pres.; R. C. Burkhardt, vice-pres., asst. sales mgr.; L. D. Knorr, secy.-treas.; Charles Golk, wks. mgr.; Wm. Geddis, adv. and sales prom. mgr.; A. W. Smallfuss, pur. agt.; Lee Smith, traf. mgr.

BURKART MANUFACTURING CO., F., Div. of Textron Inc., 4900 North Second st., St. Louis, Mo. Automotive cushion padding, cotton felt and sisal padding. Harry J. Burkart, vice-pres., gen. mgr.; C. G. Smith, wks. mgr.; H. W. Hagnauer, sales mgr.; Harry F. Meyer, adv. mgr.; Wm. McEwen, pur. agt.; George Beil, traf. mgr. **Det. Rep.**—W. C. Patterson, 2679 Cornor ave. **Adv. Agcy.**—Winius-Brandon, St. Louis, Mo. William Sanborn, acct. exec.

BURLINGTON MILLS CORP., 350 Fifth ave., New York 1. Textile fabrics. J. C. Cowan jr., pres.; Walter E. Greer jr., exec. vice-pres.; Walter Horne, vice-pres.; Ervin Schutz, treas.; George E. Norman, automotive fabrics mgr.; G. Lake, ind. fabrics sales mgr.; Stanley Kramer, adv. mgr.; Paul Menneg, pub. rel. mgr. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy., Detroit, Mich.

BURLINGTON MILLS, INC., 748 Chestnut st., Burlington, Wis. Decorated and printed insulating automotive felts, floor carpeting, luggage compartment lining, head lining, glove compartment lining, dash seal, kick plates, risers, shelf lining and seat facings. Wm. A. McMillan, chmn. of the bd.; R. A. Kinzer, pres.; A. J. Rueter, secy.-treas.; Howard Fabian, wks. mgr.; Donald Tench, sales mgr. (automotive) and adv. mgr.; J. F. Zemaitis, research dir.; W. G. Mett, pur. agt.; Hugh R. Loud, Detroit dist. mgr., Stephenson bldg., Detroit 2. **Adv. Agcy.**—Keck Advertising Agency, Oconomowoc, Wis. Pete Keck, acct. exec.

BURNDY ENGINEERING CO., INC., Norwalk, Conn. Electrical solderless connectors, automotive and tank harness connectors, installation tools. Bern Dibner, pres.; Marvin Lee, exec. vice-pres.; Sidney Wolberg, secy.; Eric E. DeMarsh, vice-pres., chge. sales; Lewis E. Gage, adv. mgr., sales prom. mgr.; David H. Harris, asst.; Julian Rogoff, cf. engr.; Sidney Wolberg, dir. of pur. **Det. Rep.**—Knaus-Glaser & Co., 3117 W. McNichols rd. **Adv. Agcy.**—Ben Sackheim, Inc., New York. T. Gravenson, acct. exec.

BURROUGHS CORP., 6071 Second ave., Detroit 32, Mich. Adding machines, bookkeeping machines, accounting machines, calculating machines, billing machines, cash registering machines, microfilm equipment (distributors of Bell & Howell Microfilm); ribbons, carbon paper, roll paper and other supplies for all types of business machines. John S. Coleman, pres.; R. R. Eppert, exec. vice-pres.; K. C. Tiffany, vice-pres., finance; R. G. Bower, vice-pres.; engrg.; C. E. Schneider, vice-pres., indus. rel.; W. J. Delahanty, vice-pres., mfg.; Clarence Dunlop, vice-pres.; Sheldon Hall, vice-pres., secy.; Dr. I. Travis, vice-pres., research; H. A. Lombard, treas.; Willis E. Morgan, vice-pres., mktg.; Noel L. Mudd, gen. sales mgr.; K. T. Bement, asst. gen. sales mgr.; W. C. Sproull, dir. adv.; A. R. MacIsaac, asst. dir. adv.; C. A. Baker, gen. serv. mgr.; R. S. Stark, pur. agt.; W. A. Durbin, dir. pub. rel. **Det. Rep.**—E. J. Shaver, mgr. Detroit branch, 7351 Woodward ave., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co. (export), Campbell-Ewald Co. (domestic), Detroit, Mich. G. Richardson jr. (J. Walter Thompson Co.), Paul Stewart (Campbell-Ewald), acct. execs.

BURTCHAELL HEATING CO., 2944 S.E. Powell blvd., Portland 2, Ore. Pacific portable truck loading hoist. J. T. Burtchaell, pres.; Robt. B. Chappel, vice-pres.; C. T. Mudge, secy.; Cloyce Taylor, wks. mgr. **Adv. Agcy.** — Elwood Enke, Portland, Ore.

BURTON-ROGERS CO., Sales Div., Hoyt Electric Instrument Works, 42 Carleton st., Cambridge 42, Mass. Meters. C. W. Burton, pres., treas.; V. S. Church, vice-pres., secy. **Det. Rep.**—Edwin C. Imonen & Associates, 20203 Hubbard rd., Farmington, Mich. **Adv. Agcy.** — Humbert & Jones, New York.

BUSH DIE CAST PRODUCTS, 6 Dravus st., Seattle 9, Wash. License frames. Scotchlite emblems, die cast monograms and emblems. Ralph and Eunice Bush, owners and operators. **Det. Rep.**—A. R. Wolford jr., 3660 Buckingham, Detroit 24. **Adv. Agcy.**—Sharp Advertising Co., Seattle, Wash. Mrs. Drusilla Sharp, acct. exec.

BUSSMANN MFG. CO., University at Jefferson, St. Louis 7, Mo. Fuses for all types of electrical circuits. A. B. Bussmann, pres.; H. T. Bussmann, vice-pres.; J. C. Ingram, sales mgr.; J. A. Bussmann, secy.-treas.; H. von P. Thomas, adv. mgr.; Wm. C. Joyce, serv. mgr.; Lee J. Bussman, pur. agt. **Adv. Agcy.**—Henderson Advertising Co., St. Louis 3, Mo.

BUTLER ENGINEERING CO., INC., 2612 Rousseau st., New Orleans 13, La. Water correction. Edgar M. Butler, pres.; R. A. Crowley, vice-pres., gen. mgr.

BUTLER MFG. CO., 7400 E. 13th, Kansas City 26. Truck tanks, truck transports, oil equipment, steel buildings, farm equipment, dry cleaning equipment. Oscar D. Nelson, pres.; Glen C. Speakman, vice-pres. sales; Fred A. Ruff, secy.; Darius Melcher, treas.; John A. Morgan, gen. mgr.; Chris Stritzinger, adv. mgr., sales prom. mgr., pub. rel. mgr.; Luther Melcher, pur. agt. **Adv. Agcy.**—Aubrey, Finlay, Marley & Hodgson, Kenneth Hill, acct. exec.

BYERS, A. M., CO., 16th Floor Clark bldg., Pittsburgh 22, Pa. Pipe, wrought iron nipples, wrought iron hot rolled, wrought iron pipe, wrought iron. L. F. Rains, pres.; A. B. Drastrup, asst. to pres., mgr. of steel sales; Rolf Griem, contl.; J. W. Marrinan, vice-pres.; F. G. Love, secy.-treas.; B. M. Byers, gen. mgr., wrought iron sales; H. R. Rowland, asst. gen. mgr., wrought iron sales; F. E. Farnan, adv. mgr.; R. H. Clay, engr., serv. mgr.; F. E. Engelhardt, pur. agt., H. A. Cochran, traf. mgr. **Det. Rep.**—W. T. O'Donohue, 2737 W. Grand blvd. **Adv. Agcy.** — Ketchum, MacLeod & Grove, Pittsburgh, Pa. E. T. Giles, acct. exec.

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CBS, INC., CBS RADIO div. of, 485 Madison ave., New York, N. Y. Adrian Murphy, pres.; John Karol, vice-pres.

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THE ODDS ARE 4 to 5

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chge. of sales; Eldon Hazard, sales mgr.; Dudley Faust, eastern sales mgr.; Roger K. Huston, western sales mgr. **Det. Mgr.**—Ben S. Lochridge, Fisher bldg. **Adv. Agcy.** — McCann Erickson, New York, N. Y.

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CADIE CHEMICAL PRODUCTS, INC., 549 W. 132nd st., New York 27, N. Y. Polishing cloth for auto body, anti-fog windshield, chromium, metal and brass. A. Axelrath, pres.; A. J. Meyers, secy. **Det. Rep.** — Gene Lemke Sales Co., 484 Fordham Pkwy., Bay Village, O. **Adv. Agcy.**—Tracy Kent, New York, N. Y.

CADILLAC MOTOR CAR DIV., 2860 Clark ave., Detroit 32, Mich. Motor vehicles. D. E. Ahrens, gen. mgr.; J. M. Roche, gen. sales mgr.; C. F. Arnold, cf. engr.; H. A. Barber, wks. mgr.; A. F. Swetish, compt.; R. A. Vogel, mgr. pur.; W. S. Chisholm, dir. per. and pub. rel.; R. H. Fernwood, dist. mgr.; M. E. Fields, merch. mgr.; G. W. Otto, gen. parts and serv. mgr.; C. W. Criss, bus. mgr.; George D. Sills, organization mgr.; R. L. Newton and E. F. Upson, asst. gen. sales mgrs.; O. M. Kujala, traf. mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

CADILLAC PRODUCTS, INC., 2300 Gainsboro, Ferndale 20, Mich. Service sheet metal wrappings, industrial paper specialties, cushioning and blocking, custom-made insulation and interior trims, polyethylene seat covers, heat sealed bags and similar items for industrial parts packaging. M. P. Williams, pres.; H. V. Drake, vice-pres.; E. A. Wagner, treas.; M. J. Halley, secy.; R. J. Williams, gen. mgr., cf. engr.; Pat Connolly, sales mgr.; W. J. Wright, pur. agt. **Det. Rep.**—C. A. Connolly, 2300 Gainsboro, Ferndale 20.

CALIFORNIA OIL CO., P. O. Box 2, Barber, N. J. Gasoline, lubricating oils, kerosene, greases, fuel oils. W. H. Beekhuis, chmn. of bd.; E. W. Endter, pres.; C. E. Allen, G. E. Lindley, T. P. O'Neill, E. H. Todd, G. M. Foster, vice-presidents; F. W. Mayer, secy.-treas.; H. H. Brereton, compt.; C. J. Moody, vice-pres. lubricants; G. S. Cranmer, mgr. sales development; F. A. Hay, mgr. distributor sales; M. F. Barry, adv. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York, N. Y.

CALLANAN MANUFACTURING CO., INC., 221 Summer st., Lynn, Mass. Battery hold-downs, trays, bolts. Paul Swartz, pres. and treas.

CALLAWAY MILLS, INC., 295 Fifth ave., New York 16, N. Y. Industrial fabrics, industrial yarns, automobile headlining fabrics. R. D. Williams jr., pres.; F. S. Graves (ind. fabrics), D. P. Halsey (ind. yarns), F. R. Spitznagel (headlinings), sales mgrs.; John J. Fisher, adv. and pub. rel. mgr. **Det. Rep.**—F. R. Spitznagel, Francis Palms bldg., Detroit 1. **Adv. Agcy.**—J. M. Mathes, Inc., New York 17, N. Y. C. H. Myers, acct. exec.

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CAL-VAN MACHINE PRODUCTS, INC. 809 S. Water st., Jackson, Mich. Automotive parts for car manufacturing; specialized garage tools. B. L. Dowley, pres.; J. C. Mick, vice-pres.; D. E. Ritson, secy.; A. L. Dowley, treas.; W. J. Dowley, vice-pres. **Adv. Agcy.**—Guy Core Co., Jackson, Mich.

CAM TOOL CO., INC., 11 Randwick ave., Oakland 11, Calif. Bead breakers (tractor and passenger), tire lifter, bearing remover, truck steps, engine stands, cranes (truck and portable and hydraulic). Nars Bergeron, pres.; George I. Knapp (sales mgr.) secy. and treas. Bishop & Bahler Co., traf. mgr. **Adv. Agcy.**—Emil Reinhardt Adv., 1736 Franklin st., Oakland, Calif.

CAMPBELL CHAIN CO., York, Pa. and West Burlington, Ia. Tire tractor and welded chain; weldless chain. Geo. J. Campbell jr., pres.; N. A. Campbell, vice-pres.; M. H. Campbell, secy.; N. Allan Pettit, adv. mgr.; Howard D. Campbell, treas., pur. agt.; G. K. Blum, wks. mgr.; Howard Ziegler, traf. mgr. **Det. Rep.**—A. Russ Wendell, 8-255 General Motors bldg. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. M. E. Goldman, acct. exec.

CAMPBELL CO., INC., A. S., 161 Prescott st., East Boston 28, Mass. Metal stampings; automobile bumper, fender grille and rear truck guards; automobile license plate frames, two and four-wheel trailers and farm wagons, exhaust extensions, wingrails, wire wheel covers. N. C. Raymond, pres. and treas.; W. S. Axford, exec. vice-pres.; W. E. Porter, vice-pres. and gen. sales mgr.; F. A. Schwer, sales mgr. domestic export; C. R. Campbell, vice-pres. chg. mfg. sales; R. H. Hanson, asst. sales and adv. mgr.; R. N. Raymond, dir. pur.; L. Wells, traf. mgr.; R. F. Carroll, pers. mgr. **Det. Rep.**—C. R. Campbell, 10124 W. McNichols rd., Detroit. **Adv. Agcy.**—Charles M. Cray & Associates, Inc., Detroit, Mich.

CAMPBELL SONS CORP., HARRY T., Campbell bldg., 100 W. Pennsylvania ave., Towson 4, Md. Truck sanders. Bruce S. Campbell, pres.; H. Guy Campbell, vice-pres., treas.; Robert F. Porter, vice-pres.; Florence C. Russell, secy.; Albert S. Cummins, gen. mgr.; William F. Childs III, sales mgr., Calcite dept.; Dennis M. Hoffman, sales mgr., Sakrete div.; Richard L. Campbell, cf. engr.; James E. Wills, pur. agt. **Det. Rep.**—J. A. Brown, 108 Newburn dr., Pittsburgh 16, Pa. **Adv. Agcy.** — VanSant-Dugdale Co., Inc., 15 E. Fayette st., Baltimore 2, Md. Nicholas VanSant, acct. exec.

CAMPBELL, WYANT AND CANNON FOUNDRY CO., Henry st., Muskegon, Mich. Automotive and high production castings in iron and steel, cylinder blocks and cylinder heads for both gasoline and diesel engines, camshafts, crankshafts, gears, pistons, housings, cylinder liners, manifolds, brake drums, bearing caps and miscellaneous high-strength steel and alloyed iron castings for the automotive, railroad and agricultural implement industries. C. E. Allen, pres.; H. A. Deane, vice-pres.; R. L. Lindland, vice-pres.; W. E. Busker, treas.; H. McKeen, sales mgr.; M. R. Wiard, cf. engr.; E. G. Carlson, pur. agt.

CANFIELD TOW BAR CO., INC., 6033 E. McNichols rd., Detroit 12, Mich. Power wreckers for all makes and sizes of trucks. E. C. Vandegrift jr., pres. and gen. mgr.

CANELL STATION WAGONS, 616 Communipaw ave., Jersey City, N. J. Station wagon bodies, replacement parts for station wagons, automobile roof racks, wood body repair and refinishing. William J. Canell, pres. **Adv. Agcy.** — Diener and Dorskind, New York, N. Y.

CANNON CHEMICAL CO., INC., 181 Portland st., Cambridge 41, Mass. Rust-buster radiator treatment, lecton car-care (paint protection), lecton chrome care (chrome protection), hazebuster (cleaner), dirtbuster car wash. Leo E. Concannon, pres., treas.; Edward H. Concannon, vice-pres.

CAPITOL ENGRG. REPRODUCTION CO., 835 Holden ave., Detroit 2, Mich. Reproduction. Bartheld Zeunen, pres.; Lorenz W. Sievers, exec. vice-pres.; Lee E. Zeunen, secy.-treas.; Claude Gentry, treas.; Gus Brune, sales mgr.; Robert Asher, asst. sales; Marion O. King, adv. mgr.

CAPITOL TIRE CO., INC., Scotts Lane east of Ridge, Philadelphia 29, Pa. Remolded tires. Edw. Welt, pres.; P. A. Welt, secy.-treas.; Carrol J. Warrell, plant mgr.; Geo. S. Colvey, pur. agt. **Adv. Agcy.** — Ralph A. Hart Adv. Agency. Ralph Hart, acct. exec.

CARBOLOY DEPARTMENT, General Electric Co., 11177 E. Eight Mile rd., Detroit 32, Mich. Cemented carbides, tools, dies, masonry drills, wear parts, coal mining tools, Alnico permanent magnets, series 600 chrome carbides, hevimet and other metals. K. R. Beardslee, gen. mgr.; J. E. Weldy, mgr. (marketing); J. S. Gillespie, mgr. (product planning); J. A. Muldoon, mgr. (manufacturing); R. R. Roberts, mgr. finance; F. J. Staroba, mgr. sales; C. E. St. Thomas, mgr. adv. and sales prom.; I. L. Wallace, mgr. (engineering). **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Inc., Detroit. L. Grant Hamilton, acct. exec.

CARBORUNDUM CO., Buffalo ave., Niagara Falls, N. Y. Bonded and coated abrasive products. C. F. Robinson, pres.; F. J. Tone jr., vice-pres., sales; E. A. Montgomery, secy.; W. T. Windle, treas.; E. R. Broden, exec. vice-pres.; T. H. Booth, vice-pres. bonded prod. and grain div.; F. W. Bonacker, asst. vice-pres. bonded prod. and grain div.; W. H. Wendel, vice-pres. coated prod. div.; F. W. Scott, sales mgr. mdse, div.; W. J. Ulrich, vice-pres.; F. T. Keeler, dir. of mktg.; F. E. Whyte, pur. agt.; K. S. Wright, traf. mgr. **Det. Rep.** — W. D. Dickerson, 11171 Lappin ave., Detroit 34. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y. Sterling Hiles, acct. exec.

CAREW STEEL PRODUCTS CORP., Mt. Zion rd., York, Pa. Standardized steel buildings and roof systems. Howard J. Carew, pres.; William H. Kauffman, exec. vice-pres.; George H. Werner, vice-pres.

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UNIVERSAL PRODUCTS COMPANY, Inc., Dearborn, Michigan

Who's Who in Auto Industry

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Adv. Agcy.—Craftsmen Associated, York, Pa.

CAREY MFG. CO., PHILIP, Cincinnati 15, O. Industrial products: asbestos gasket stock, fibre and specialities, paper and millboard, prefabricated ducts, automotive sound deadening felts and emulsions, asphalt emulsions and asphalt plyboards, 85 percent magnesia and rock wool insulations and industrial flooring, asbestosorb, oil and grease remover, sweeping compound. J. W. Humphrey, pres.; L. W. Clarke, vice-pres. sales; H. R. Barrett, vice-pres., controller; E. J. Fasold, secy.; S. E. Breuleux, treas. and asst. secy.; M. V. Coffey, gen. mgr. sales; L. C. Underwood, adv. and sales prom. mgr.; E. L. Clayton, dir. of pur. **Adv. Agcy.**—Farson, Huff & Northlich, Cincinnati 2, O. W. R. Northlich, acct. exec.

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CARLINN FABRICS CORP., 81 Essex st., Boston 11, Mass. Rayon and other synthetic fabrics, cotton trim fabrics. Carl G. Linn, pres., sales mgr. and treas; B. M. Kelley, sales promotion.

CARLTON LAMP DIV., Hudson Lamp Co., 528 Elm st., Arlington, N. J. Automotive, radio panel, flashlight and Christmas tree lamp bulbs.

CAR-MON PRODUCTS CO., 4554 North Broadway, Chicago 40, Ill. Manufacturers of Carbon monoxide, exhaust removal equipment. R. L. Sullivan and C. A. Imming, partners; R. L. Sullivan, gen. mgr. **Det. Rep.** — Wm. (Scotty) Hamilton 22612 Beech st., Dearborn, Mich. **Adv. Agcy.** — Burlingame-Crossman, Chicago, Ill.

CAROVAN DIV., Universal Sales Inc., Delaware, O. All steel bodies, house-to-house and parcel delivery for Chevrolet and GMC chassis. G. W. Way, pres.; J. D. Burke, vice-pres, sales mgr.; Harry Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Marion, O. Paul Kohler, acct. exec.

CARPENTER MFG. CO., 2 Bradley, Somerville 45, Mass. Emergency vehicle, warning lights, stanchion lights, standby lights, roof-mounted searchlights, flashing colored lights and spotlights. Harold S. Bird, pres.; Lester A. Worden, wks. mgr., Robert P. Koehler, adv. and sales mgr.; Peter A. Thompson, asst. sales and serv. mgr.

CARPENTER STEEL CO., 157 W. Bern st., Reading, Pa. Specialty steels (including tool steels, stainless steels), industrial and high nickel alloys. J. H. Parker, chmn. of bd.; F. R. Palmer, pres.; G. V. Luerssen, vice-pres.; John Moxon, vice-pres. and secy.-treas.; Arlington Britton, H. S. Potter, vice-presidents; J. W. Thompson, prod. mgr.; Fred von Raab, export mgr.; H. A. Brossman, mgr. stainless steel sales; G. H. Edmonds, mgr. of warehouse distr.; N. W. Calkins, mgr. tool steel sales; H. Goodman, mgr. alloy steel sales; A. E. Keller, adv. mgr.; E. Von Hambach, research and develop. engr.; R. P. Freehafer, pur. agt.; Earl Schearer, traf. mgr. **Det. Rep.** — C. O. Ericks, 6181 Warren ave. W., Detroit, Mich. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa. R. F. Heller, acct. exec.

CARTER CARBURETOR CORP., 2840 N. Spring ave., St. Louis 7, Mo. Carburetors—automatic and manual choke; filters—gasoline, ceramic and screen; fuel pumps—mechanical and electrical; switches—oil pressure. H. H. C. Weed, pres.; M. F. Peterson, exec. vice-pres. and gen. mgr.; J. T. Ellerman, vice-pres.; C. A. Fee, secy.; J. F. Clark, treas.; W. M. Ewart, factory mgr.; V. J. Lowenstein, sales mgr. Canadian Tractor & Small Carb. div.; D. A. Bragdon, mgr. after mkt. sales and serv. and adv. mgr.; J. T. W. Moseley, cf. engr.; D. G. Teasdale, dir. of pur.; F. W. Michel, resident compt. **Mgr. Det. Office**—A. B. Marshall, 5-117 General Motors bldg. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo.

CARTER AND GALANTIN, INC., 105 W. Monroe, Chicago, Ill. Promotion programs, product displays, sales charts, training aids. H. E. Carter, pres.; R. H. Plew, vice-pres.; Miss A. L. Dunlap, secy. and treas. **Det. Rep.**—R. H. Plew and R. Ingalls.

CARTER, THE GEORGE R. CO., 630 Lycaste, Detroit 14, Mich. Automobile interior trimmings, textile wireon products. Raymond A. Lander, pres.; Louis S. Foulkes jr., vice-pres.; Raymond A. Lander jr., secy.; Louis S. Foulkes jr., treas.; J J. Temple jr., mgr.; F. L. Walton, vice-pres., sales mgr.

CARTER PARTS CO., 213 Institute pl., Chicago 10, Ill. Foot dimmer switches, defroster switches, windshield wiper switches, heater switches, door switches, back-up and turn indicator switches. M. J. McCarthy, pres., sales mgr.; W. A. Clark, vice-pres.; M. F. Ebeling, secy.-treas.; N. Frantz, cf. development engr.; D. Eklund, pur. agt. **Det. Rep.** — Ed Protz, 1516 Morton ave., Ann Arbor, Mich.

CASCO PRODUCTS CORP., 512 Hancock ave., Bridgeport 2, Conn. Automatic cigaret lighters, inner-controlled sealed beam spotlights, electric motorized antennas, wire wheel discs. J. H. Cone, pres.; L. E. Fenn, exec. vice-pres.; J. J. Reidy, vice-pres. and gen. sales mgr.; Bert G. Cochrane, vice-pres. and dir. of sales; W. R. Powell, asst. vice-pres. and sales mgr.; F. V. Gullo, wks. mgr.; U. Sykes Mozneck, art dir., sales prom. mgr.; R. W. Sinclair, parts and acc. mgr.; J. O. Thibault, cf. engr.; Norman Levine, pur. agt.; Al Antonson, traf. mgr. **Det. Rep.**—R. W. Sinclair, 16163 Meyers rd., Detroit 35, Mich. **Adv. Agcy.**—Norman D. Waters & Assoc., 6 E. 39th st., N. Y.

CASE HARDENING SERVICE CO., 3091 Mayfield rd., Cleveland 18, O. Carburizing or case hardening compounds, tempering, heat treating, annealing, carburizing salts; anti-carburizing paint. C. P. Critzer, pres. and treas.; Mark Snow, vice-pres.; E. M. Critzer, secy.

CASITE DIV., Hastings Mfg. Co., Hastings, Mich. Oil additive and tune-up, gas tank anti-freeze, oil filter cartridges. Aben E. Johnson, pres. and gen. mgr.; Stephenson J. Johnson, exec. vice-pres.; R. E. Wait jr., vice-pres., wks. mgr.; D. A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; D. H. Collins, adv. mgr.; Marshall Cook, asst.; H. P. Phillips, cf. engr.; Frank B. Cooper, traf. mgr.; C. S. Morey, pur. agt. **Adv. Agcy.**—Keeling & Co., Inc., Indianapolis, Ind. Lowell Stormont, acct. exec.

CATALIN CORP. OF AMERICA, 1 Park ave., New York 16. Laminating varnishes, resins, and styrene molding compounds. H. Krehbiel, pres.; L. Beck, exec. vice-pres.; E. W. Bastian, vice-pres., sales; K. Briggs, vice-pres., production; W. Miller, vice-pres., engrg.; F. Martin, secy.-treas.; F. Hadley, western div. sales mgr.; V. Moss, eastern div. sales mgr.; P. Krentel, southern div. sales mrg.; W. Brearley, sales adv. mgr.; M. Rasmussen, pur. agt. and traf. mgr. **Adv. Agcy.**—Walter Gallagher, 175 Fifth ave., New York.

CATARACT CHEMICAL CO., INC., 90 Rapin Pl., Buffalo 11, New York. Hydraulic brake fluid, special adhesives. S. K. Weil, pres. and gen. mgr.; I. J. Briem, vice-pres.; M. E. Bentley, secy. and pur. agt.; R. Gatland, treas.; E. C. Casper, wks. mgr.; E. W. Mullane, sales mgr.; R. Miller, traf. mgr.; R. H. Wilson, tech. dir.

CEDAR RAPIDS ENGINEERING CO., 902 17th st., N. E., Cedar Rapids, Ia. Valve facing machines, valve seat grinders, valve seat insert tool, cylinder boring machines, line boring machines, piston turning and grinding machines. F. Critz Hahn, pres., gen. mgr.; O. L. Brokaw, vice-pres., sales mgr.; G. L. Erwin, asst. sales mgr.; W. M. Deizell, treas.; H. Cedric Hahn, secy.; R. W. Bradley, serv. mgr.; J. C. Falcon, pur. agt. **Det. Rep.**—William J. Findlay, 3443 Cass ave., Detroit 1.

CELANESE CORP. OF AMERICA, 180 Madison ave., New York 16, N. Y. Chemicals; fuel additives, anti-freezes, hydraulic fluids; textiles: yarns for body linings, head linings, upholsteries, slip covers; plastics: acetate plastics, polyethylene films and sheeting, Marco polyester resins. Harold Blancke, pres.; K. C. Loughlin, gen. mgr., textiles; Dr. Leopold Eckler, gen. mgr., plastics; R. W. KixMiller, gen. mgr., chemicals; J. Guyton Boston, sales mgr., textiles; E. W. Ward, sales mgr., plastics; J. W. Stevens, sales mgr., chemicals; E. N. Cleaves, vice-pres., pub. rel.; Morris B. Mines, adv. dir.; H. R Mitchell, pur. agt.; E. F. Hanlon, traf. mgr. **Adv. Agcy.**—Ellington & Co.

CELLO PRODUCTS CO., 161 Prescott st., East Boston 28, Mass. Grille guards, rear hinge guards, truck guards, license plate frames, fender guards, wingrails, exhaust extensions, wire wheel discs. N. C. Raymond, pres. and treas.; W. S. Axford, exec. vice-pres.; W. E. Porter, vice-pres. chg. of sales; F. A. Schwer, Cello sales mgr.; R. H. Hanson, asst. sales mgr.; A. Cicarelli, cf. engr.; R. N. Raymond, dir. pur.; L. Wells, traf. mgr. **Det. Rep.**—C. R. Campbell, vice-pres. chg. mfg. sales, 10124 W. McNichols rd., Detroit. **Adv. Agcy.**—Charles M. Grey, Detroit, Mich.

CELLUSUEDE PRODUCTS, INC., 500 N. Madison st., Rockford, Ill. Rayon flock, hair flock, cotton flock, coated paper.

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You can tell them by their tail lights of PLEXIGLAS

On many cars today, tail lights are as much a mark of identification as a nameplate. Designers have learned that PLEXIGLAS® acrylic plastic makes it possible to mold lenses in shapes and sizes that give added distinction to the over-all car design.

Other important advantages are obtained by using PLEXIGLAS. Tail lights, stop lights, direction signal and back-up lights function with maximum efficiency because the light-controlling curves and sharp angles of their lenses can be molded with extreme accuracy. PLEXIGLAS also gives them outstanding resistance to breakage, discoloration and weather.

Many of the distinctive lenses on modern cars are the result of cooperation between the automotive industry, molders, and Rohm & Haas Company. As the supplier of PLEXIGLAS for lenses, medallions, nameplates, dials, instrument panels and other molded parts used by every major motor car manufacturer, Rohm & Haas Company offers the services of technical representatives and an experienced design staff. Our help is available if you have a problem—or an idea—involving molded parts.

PLEXIGLAS molding powders are listed in Sweet's Product Design File, Section 1c/Ro.

Who's Who in Auto Industry

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J. C. Sutton, pres.; P. L. Flanigan, vice-pres., sales and adv. mgr.; Eric Petritz, traf. mgr. **Det. Rep.**—Lloyd Thiel, 19737 James Couzens hwy., Detroit.

CEMCO INDUSTRIES, INC., First National Bank bldg., Galion, O. Split shaft power take-off, hydraulic-lift tailgate, trailer jockey, hoists, mobile machine shops, dock ramps, mobile lubricating shops, bulk cement carriers. H. L. Ekin, pres., sales mgr.; Wm. C. F. Bastian, vice-pres.; E. M. Smith, secy., pur. agt.; H. L. Ekin, treas; Lowell Bourns, adv. mgr. **Adv. Agcy.** — Coleman Todd & Assoc., Mansfield, O. O. Lowell Bourns, acct. exec.

CENTRAL EQUIPMENT CO., 1112 So. Wabash ave., Chicago 5, Ill. Hose clamps, battery carriers, battery cable terminal, stainless stick lubricant, automobile clothes hook and window cleaner, scraper and dryer. E. H. Ritzwoller, pres., gen. mgr., pur. agt.; B. B. Ritzwoller, vice-pres.; Ervin Barber, cf. engr.

CENTRAL INDUCTION HEAT TREATING & BRAZING, INC., 5100 Tillman, Detroit 8. Heat treating, annealing, brazing, cyanide hardening, and welding. Rex O. Baubie, pres.; R. L. Navarre, gen. mgr. **Det. Rep.**—R. L. Navarre, 5100 Tillman ave.

CENTRAL MOTOR CO., 906 Austin ave., Waco, Tex. Truck front grille guards and rear bumpers. F. D. Mitchell, pres.; A. N. Mitchell, vice-pres.; H. D. Mitchell, secy.-treas., J. A. Lindloff, sales mgr.; Harry Gorman, asst. sales mgr.; A. J. Crow, serv. mgr.; Roy Johns, parts and acc. mgr.

CENTRAL TOOL CO., 456 Wellington ave., Cranston 10, R. I. Micrometers. Irving M. Leven, pres.; James A. Stedman, gen. mgr.; Wm. Bebby, wks. mgr. **Adv. Agcy.**—Hammond-Goff, Providence, R. I.

CENTURY PRODUCTS CO., 14324 Birwood, Detroit 38, Mich. Upholstery cleaners, top-ink for convertible tops, spray ink for stained, watermarked upholstery, flock, hair flock for trunk linings, adhesives for use with flock and hair flock. Geo. H. Wheatley, exec. mgr.; E. P. Wheatley, treas.; B. D. Van Duzen, serv. mgr. **Det. Rep.**—G. H. Wheatley, 14324 Birwood.

CHAMP-ITEMS, INC., 6191 Maple ave., St. Louis 14, Mo. Replacement parts for cars and trucks. E. H. Mohme, pres.; E. L. Wylie, secy. and treas.; J. G. Meiners, wks. mgr. and pur. agt.; Glen Meyer, traf. mgr. **Adv. Agcy.**—Joe Maxwell, St. Louis, Mo. Joe Maxwell, acct. exec.

CHAMPION PNEUMATIC MACHINERY CO., 825 N. Pleasant st., Princeton, Ill. Air and farm compressors, air and water hose reels, and carwashers. Fred J. Rayfield, pres.; F. J. Embs, secy.-treas.; John B. Pullen, vice-pres. and sales mgr.; L. W. Lippincott, asst. sales mgr. **Adv. Agcy.** — Van Auken Ragland & Stevens Co., Chicago, Ill. Ben Caldwell, acct. exec.

CHAMPION SPARK PLUG CO., Upton ave., Toledo 1, O. Spark plugs, spark plug cleaners. R. A. Stranahan, pres.; R. A. Stranahan jr., J. F. Lewis, F. Riddle, Duane Stranahan, vice-presidents; F. D. Stranahan, vice-pres. and treas.; H. B. Speyer, vice-pres. and asst. treas.; T. A. Hill, secy.; B. H. Sibley, wks. mgr.; O. C. Leighty, sales mgr.; J. F. Lewis, adv. mgr.; F. E. Southard, asst.; Clyde Sweet, serv. and traf. mgr.; Howard Vogel, cf. engr.; J. F. Lewis, pur. agt. **Det. Rep.** — R. V. Bennett. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit, Mich. John R. MacManus, acct. exec.

CHARDON RUBBER CO., Washington st. and Sixth ave., Chardon, O. Molded and extruded items, lathe and automatic cut washers, calendered products. V. M. Brediger, pres. and chmn. of bd.; C. L. Shreiner, exec. vice-pres.; H. W. Shambaugh, secy.-treas.; H. Oplinger, vice-pres. in chg. of mfg.; B. A. Bican, plant mgr.; D. S. Watkins, sales mgr.; G. Williams, chief engr.; R. E. Bahr, pur. agt.; J. R. Dukes, traffic mgr.; H. L. Reiter, supervisor of cost accounting and asst. secy. **Det. Rep.**—J. J. Hahn, 2970 West Grand blvd., Detroit.

CHARM PRODUCTS MFG. CORP., 225 Lafayette st., New York 12, N. Y. Auto keys, auto wallets, license holder, key cases, map holder and all types of leather goods. Edward G. Cole, pres. and treas.; H. R. Clark, vice-pres. and sales mgr.

CHASE BRASS & COPPER CO., 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass compression, flared and inverted flared); automotive tube (copper). R. C. Diehl, pres.; B. A. Dean, vice-pres. chge. of sales; W. L. Smith, vice-pres., opr.; Rodney Chase, vice-pres. chge. of pub. and ind. rel.; R. R. Quay, secy.; J. H. Gilbert, treas.; W. E. Evans, mgr. of mill and warehouse sales; E. J. Malvey, adv. mgr.; C. D. Patterson, gen. pur. agt.; F. H. Vickery, traffic mgr. **Det. Rep.**—Branch office and warehouse at 14480 Woodrow Wilson ave., Detroit 38.

CHATHAM MFG. CO., Elkins, N. C. Upholstery fabrics. Albert L. Butler, pres.; Hugh G. Chatham, vice-pres.; Ralph Getsinger, sales mgr. (auto fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.** — Getsinger-Fox Co., Fisher bldg., Detroit, Mich.

CHATILLON & SONS, JOHN, 85 Cliff, New York 38. Precision springs, scales, force measuring instruments. Norton W. Mailman, pres. and treas.; G. C. Reiley, vice-pres. sales; T. Madsen, vice-pres. production; M. J. Fangemann, gen. mgr. spring div.; A. Cravaritis, gen. mgr. Garfield plant; J. G. Greene, gen. mgr. Fulton plant.

CHEK-CHART CORP., 33 E. Congress pkwy., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manual; dealer training books. Raymond Shaw, pres.; George Williams, vice-pres.; Marie White, secy.; Russell H. Colvin, bus. mgr.; Robert Mahaffay, dir. eng.

CHELSEA SPRING DIV., Rockwell Spring and Axle Co., Chelsea, Mich. Mechanical springs, formed wire parts; spring clips. L. A. Davisson, gen. mgr.; E. L. Reas, sales mgr.; Audrey Harris, pur. agt.

CHEM-THERM MFG. CO., 624 E. Evergreen st., Monrovia, Calif. Steam cleaners, steam cleaning compound, wash rack equipment, spray guns, car wash, air hoists. Max C. Thomson, pres. and sales mgr.; Arnold M. Kearns, vice-pres.; Paul Stanley, adv. and gen. mgr.; Andrew B. Campbell, wks. mgr.; Deaderick E. Lee, serv. mgr.; Kathryn L. Conard, traffic mgr. **Det. Rep.**—W. E. Phillips Equipment, 7279 Artesian ave. **Adv. Agcy.**—Frank Barrett Cole Agency, Pasadena, Calif.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors bldg., Detroit 2. Chevrolet passenger cars and trucks. T. H. Keating, gen. mgr.; E. W. Ivey, adm. asst. to gen. mgr.; W. J. Scott, asst. to gen. mgr., mfg.; W. E. Fish, gen. sales mgr.; E. H. Kelley, gen. mfg. mgr.; W. G. Power, adv. mgr.; E. N. Cole, chief engr.; E. J. Gormsen, dir. of pur.; E. J. Furbacher, pur. agt.; C. J. French, nat. dir. of pub. rel.

CHICAGO CORK WORKS CO., 5289 N. Avondale ave., Chicago 30, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; O. C. Glover, vice-pres.; H. L. Laster, secy., asst. sales mgr.; Mrs. C. Glover, treas. **Det. Rep.**—H. M. Schmidt, Chicago.

CHICAGO PNEUMATIC TOOL CO., 6 E. 44th st., New York 17, N. Y. Fender iron, pneu-draulic pump, auto impact wrench, truck jacks. G. J. Coffey, pres.; T. P. Harris, vice-pres.; J. F. Huvane, vice-pres.; R. T. Beers, sales mgr., pneumatic tools; W. W. Tobin, sales mgr., automotive serv. tools div.; Frank F. Ward, pur. agt. **Det. Rep.**—F. W. Harris, CPT Co., 570 E. Larned st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Walter Mulhall, acct. exec.

CHICAGO RAWHIDE MFG. CO., 1301 Elston ave., Chicago, Ill.; 9000 Alpine ave., Detroit, Mich.; 900 N. State st., Elgin, Ill. Oil seals, molded synthetic rubber parts, diaphragms, mechanical leather products. E. W. Emery, pres.; S. E. Ullmann, exec. vice-pres.; S. C. McCombs, vice-pres.; M. A. Schiltz, secy.-treas.; Jens Agger, vice-pres. and gen. mgr. (Elgin, Ill. plant); R. V. McKinven, factory wks. mgr. (Detroit plant); R. O. Isenbarger, cf. engr.; N. R. Hanson, Chicago pur. agt.; Harold Roberts, Detroit pur. agt. **Det. Reps.**—A. F. Gardner, A. F. Maglione, R. P. Barrett, F. J. Hastings, 9000 Alpine ave., Detroit 4, Mich. **Adv. Agcy.** — Wesley Aves & Assocs., Grand Rapids, Mich. Wesley Aves, acct. exec.

CHICAGO RIVET & MACHINE CO., 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. Edw. J. Morrissey, pres.; Edw. P. O'Malley, jr., vice-pres. and secy.; Herman J. Tonn, vice-pres.; John Kelly, treas.; A. Joncha, wks. mgr.; J. A. Rehm, C. S. Barans, asst. sales mgrs.; Ray C. Hudson, adv. and pub. rel. mgr.; W. Shineflug, serv. mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traf. mgr. **Det. Rep.**—M. F. Mc-

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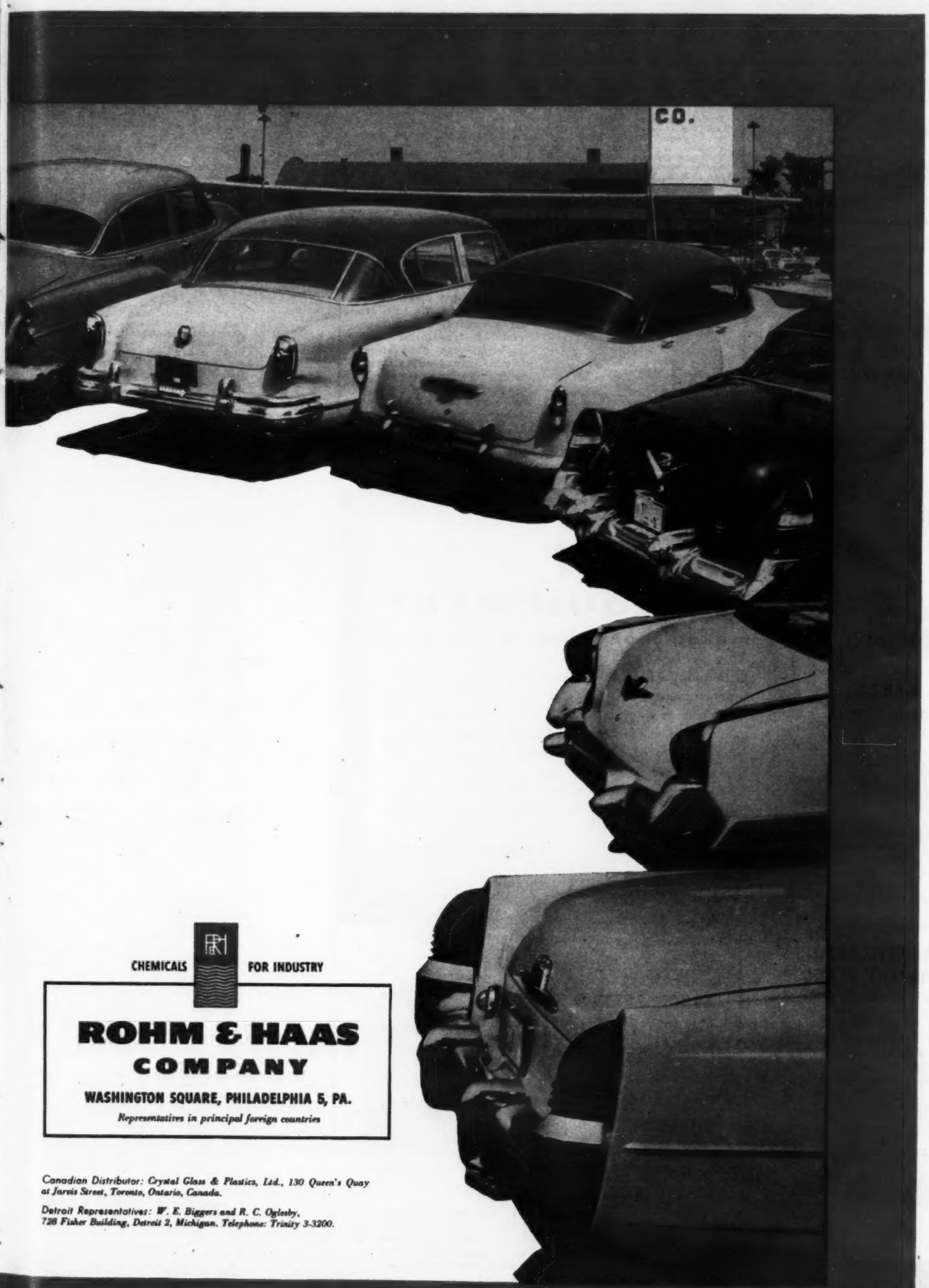

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Detroit Representatives: W. E. Biggers and R. C. Oglesby, 728 Fisher Building, Detroit 2, Michigan. Telephone: Trinity 3-3200.

Who's Who in Auto Industry

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Manus, 5432 Cass ave. **Adv. Agcy.**—Ray Hudson & Assoc., Chicago.

CHICAGO SHOW PRINTING CO., 2635 N. Kildare ave., Chicago 39, Ill. Point of sale advertising displays, self-stik labels and advertising specialties, cloth and kanvet fiber banners and pennants, lithographed displays for indoor and outdoor use. Russell J. Leander, pres.; Robert J. Leander, vice-pres.: Jesse E. Lehman jr., adv. mgr.; Marvin T. Green, dir. of sales; Robert D. Smith, vice-pres. and contr.; John A. Schwab, pur. dir.; William F. Campbell, traffic mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago. Rowland Laughlin, acct. exec.

CHICOPEE MILLS, INC., Lumite Div., 47 Worth st., New York 13, N. Y. Lumite woven saran fabrics, screening, industrial fabrics. G. O. Lienhard, pres.; J. F. Nicholl, vice-pres.; J. Gibson, secy.; G. C. Riegger, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; H. H. Purvis, vice-pres. in chgs. mfg.; G. H. Day II, vice-pres. and gen. sales mgr.; G. V. Atkinson (fabric), W. Volk (screen), sales mgrs.; James W. Veeder, adv. mgr.; Jack Jolly, traffic mgr. **Det. Rep.**—Harold Brown, 2983 E. Grand bivd. **Adv. Agcy.** — Lennen & Newell, Inc., New York, N. Y. Jack Sheldon, acct. exec.

CHISHOLM SYSTEMS, P. O. Box 1352, Palo Alto, Calif. Prospect and owner followup system for auto dealers, used car appraisal forms. Collin Chisholm, owner.

CHRYSLER AUSTRALIA, LTD., Adelaide, South Australia. Assembly plant for Chrysler, DeSoto, Dodge and Plymouth passenger cars, Dodge, DeSoto and Fargo trucks. W. D. Ferguson, managing dir.; S. H. Richardson, treas.

CHRYSLER CORP., 341 Massachusetts ave., Detroit 31, Mich. Plymouth, Dodge, DeSoto, Chrysler and Imperial passenger cars, Dodge job-rated trucks, Chrysler marine and industrial engines, Oilite powered metal products, MoPar parts and accessories, Airtemp heating, cooling and refrigeration equipment, Cycleweld products and a wide variety of military equipment, including medium and heavy tanks, tank engines, military trucks, major airplane assemblies, airplane propellers, range finders, air raid sirens, guided missile research and development, and special military engineering work. K. T. Keller, chmn. of bd.; L. L. Colbert, pres.; B. E. Hutchinson, chmn. of finance com.; A. vanderZee, Nicholas Kelley sr., G. W. Troost, R. T. Keller, J. P. Mansfield, W. C. Newberg, E. C. Quinn, L. I. Woolson, James Cope, C. B. Thomas, vice-presidents; James C. Zeder, vice-pres. and dir. of engrg. and research; C. J. Snyder, vice-pres. and oprns. mgr.; Robert W. Conder, vice-pres. and dir. of ind. rel.; H. A. Davies, treas.; Nicholas Kelley jr., secy.; I. T. O'Brien, asst. to gen. mgr. in chg. of subsidiary oprns.; W. J. Simons, asst. treas.; Craig Keith, asst. treas.; F. W. Misch, compt.; H. F. Diegel, asst. compt.; A. S. Hudson, asst. compt.; K. M. Eyestone, asst. secy.; F. V. Olds, asst. secy.; Directors: K. T. Keller, chmn.; James C. Brady; Waddill Catchings; Walter P. Chrysler jr.; L. L. Colbert; Byron C. Foy; B. E. Hutchinson; W. Alton Jones; Nicholas Kelley; Neil H. McElroy; R. E. McNeill jr.; Raymond T. Perring; Owen R. Skelton; C. J. Snyder; C. B. Thomas; Juan T. Trippe; G. W. Troost; L. A. Van Bomel; A. vanderZee; James C. Zeder. Finance Committee: B. E. Hutchinson, chmn.; Waddill Catchings, L. L. Colbert, W. Alton Jones, K. T. Keller, R. E. McNeill jr., Juan T. Trippe, George W. Troost, L. A. Van Bomel. Operations Committee: L. L. Colbert, Robert W. Conder, James Cope, H. A. Davies, W. C. Flaherty, C. L. Jacobson, K. T. Keller, R. T. Keller, Nicholas Kelley, Nicholas Kelley jr., F. J. Lamborn, J. P. Mansfield, F. W. Misch, W. C. Newberg, I. T. O'Brien, Joseph Pfeiffer, L. J. Purdy, E. C. Quinn, T. J. Ross, C. J. Snyder, C. B. Thomas, G. W. Troost, A. vanderZee, L. I. Woolson, J. C. Zeder, Charlotte Weiss, oprns. committee secy. Paul Smith, chief local atty.; J. D. Leary, dir. of labor rel.; C. F. Vandekerck, staff master mechanic; W. C. Flaherty, chief statistician; H. J. Dunn, gen. prod. mgr.; Joseph Pfeiffer, dir. of pur.; W. D. Merrifield, dir. of ind. education; N. J. Brennan, dir. of traffic; V. E. Blue, dir. of per.; J. J. Prendergast, M. D., medical dir.; Ben Gunner, commissioner of plant protection; P. B. Hopkins, gen. serv. mgr.; H. J. Cook, dir. Chrysler conference of bus. mgt.; L. R. Baker, dir. Chrysler Institute of Engrg.; J. B. Meagher, editor, Chrysler Motors magazine, Kelley, Drye, Newhall and Maginnes, of New York, gen. counsel; Touche, Niven, Bailey & Smart, auditors; Ivy Lee and T. J. Ross, New York and Detroit, pub. rel. counsel. **Adv. Agcys.**—N. W. Ayer & Sons, Philadelphia and Detroit; McCann-Erickson, Inc., New York City and Detroit.

CHRYSLER CORP. OF CANADA, LTD., Chrysler Center, Postal address: Box 60, Windsor, Ont., Canada. Plymouth, Dodge, DeSoto and Chrysler passenger cars, Dodge and Fargo trucks, and trucks for military use. E. C. Row, pres. and gen. mgr.; K. Crittenden, vice-pres. and oprns. mgr.; A. J. Shaw, vice-pres. in chge. of sales; E. W. Knevals, secy.; F. J. Hogan, treas.; J. H. Hickey, exec. staff of pres.; J. C. McGuire, gen. sales mgr. (Chrysler-Plymouth-Fargo); H. J. Rosebrugh, gen. sales mgr. (Dodge-DeSoto); H. J. Moore, gen. parts and serv. mgr.; C. T. Smith, dir. of truck sales and fleet sales mgr.; R. T. Brown, adv. mgr.; R. J. Jones, dir. of pur.; W. E. McGraw, exec. asst.; J. P. Cummings, cf. engr.; E. W. Johnson, gen. plant supt., Windsor plant no. 1 (trucks); F. J. Cowles, gen. plant supt., Windsor plant no. 2 (engine); K. M. Cameron, gen. plant supt., Windsor plant no. 3 (passenger cars); C. A. Brown, parts plant mgr.; Chatham parts plant mgr.; W. H. Faint, parts plant mgr.; Regina parts plant. **Adv. Agcy.**—Ross Roy of Canada.

CHRYSLER DELAWARE TANK PLANT, Chrysler Corp., South College ave., Newark, Del. Medium and heavy tanks for U. S. Army Ordnance. Robert T. Keller, vice-pres. Chrysler Corp. and gen. mgr., tank mfg. oprns.; G. H. Stover, factory mgr.; W. A. Martin, prod. mgr.; G. O. Olsen, chief inspector; D. Brown, chief engr.; A. R. Giordano, gen. prod. supt.; D. A. Urquhart, master mechanic; S. L. Dopp, planning supt.; M. B. Porter, asst. to gen. mgr.; H. D. Lowrey, plant engr.; I. J. Minett, gen. plant supt., Chrysler Delaware Tank Depot. and admin. asst. to gen. mgr.

CHRYSLER DETROIT TANK PLANT, Chrysler Corp., 28251 Van Dyke rd. Warren Township, Mich. M-47 tanks and special military engineering work for Army Ordnance. R. T. Keller, vice-pres. Chrysler Corp. and gen. mgr. tank mfg. operations; T. F. Morrow, wks. mgr.; H. F. York, factory mgr.; Charles Harmon, gen. supt.; A. F. Kanner, master mechanic; L. G. Mullins, plant engr.; E. C. Dodt, cf. engr.; U. B. Woulukka, chief inspector; W. M. Williams, planning supt.

CHRYSLER DIV., Chrysler Corp., 12200 E. Jefferson ave., Detroit 31, Mich. Passenger cars, tank engines and other military equipment. E. C. Quinn, vice-pres., Chrysler Corp., and pres., Chrysler div.; E. M. Braden, gen. sales mgr.; A. M. Fleming, vice-pres. in chg. mfg.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; R. H. Appleman, staff asst.; W. T. Wright, spec. asst. to pres., Pacific coast; F. A. Wunderlich, gen. wks. mgr.; M. T. O'Donnell, asst. gen. wks. mgr.; G. J. McCarthy, dir. mktg. and dist.; C. R. Curtan jr., sales mgr.; W. E. Way, asst. sales mgr.; J. T. Condon, asst. sales mgr.; W. E. Foraker, orgn. mgr.; J. H. Howard, dir. of planning; J. G. Rhein, distr. mgr.; J. W. Gleeson, dir. bus. mgt.; M. R. Prass, dir. of serv.; R. M. Roger, cf. engr.; John Caron, adv. mgr.; C. C. Lockwood, asst. adv. mgr.; C. B. Neely, mdse. mgr.; M. H. Harris, used car mdse. mgr.; E. A. Batchelor, pub. dir.; R. E. Hewlett, gen. wks. mgr., Chrysler tank eng. div., New Orleans, La. **Adv. Agcy.**—McCann-Erickson, Inc., 3546 Penobscot bldg., Detroit. R. K. Edmonds, acct. exec.

CHRYSLER EXPORT DIV., Chrysler Corp., 341 Massachusetts ave., Detroit 31, Mich. Exports: Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks; Airtemp air conditioning, heating and cooling equipment; marine and industrial engines; Oilite powdered metal products; MoPar parts and accessories. C. B. Thomas, vice-pres. of Chrysler Corp. and pres. export div.; P. K. Hills, vice-pres. and gen. sales mgr.; Nicholas Kelley jr., vice-pres.; E. W. Salley, secy. and treas.; F. W. Misch, compt.; C. N. Galer, sales mgr.; H. O. Davidelt, truck sales mgr.; T. W. Koos, reg. exec. mgr., European—near East; A. C. Aubry, reg. exec. mgr., Austrralasia—South Africa; C. F. Cress, reg. exec. mgr., eastern div.; K. H. Kingsley, gen. wks. mgr.; L. W. Krass, gen. traffic mgr.; R. L. Shaffran, gen. serv. mgr.; G. B. Fraumann, gen. parts mgr.; C. C. Stewart, parts oprns. mgr.; E. D. Heins, resident engr.; W. B. Chapoton, adv. mgr. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. Albert E. Bowles, acct. exec.

CHRYSLER MOTORS, LTD., and DODGE BROS. (Britain), LTD., Mortlake rd., Kew Gardens, Surrey, Eng. Plymouth, Dodge, DeSoto and Chrysler cars and Fargo trucks. Benjamin King, chmn. of bd.; W. W. Wallace, mng. dir. (Dodge Bros.); F. H. Orpin, secy.

CHRYSLER PARTS DIV., Chrysler Corp., 7000 East Eleven Mile rd., Center Line, Mich. Automobile, truck and military vehicle service parts. C. L. Jacobson, pres.; Nicholas Kelly jr., vice-pres.; T. E. Waterfall, vice-pres. and gen. mgr.; J. O. Huse, vice-pres. and sales mgr.; L. R. Murphy, secy.-treas.; F. W. Misch, compt.; N. I. Farley, adm. asst.; Lee Lewis, opr. mgr.; C. H. Harness, Centerline parts plant mgr.; A. J. Kotcher, Marysville parts plant mgr.; Ralph Brosius, Newark, Del. parts plant mgr.; G. R. Neville, San Leandro, Calif. parts plant mgr.; W. T. Hein, Atlanta, Ga. parts plant mgr.; A. V. Ferris, Kansas City, Kans. parts plant mgr.; L. C. Wright, McKinstry st. plant supt.; L. W. Piot, sales prom. mgr.; H. D. Costello, mdse. mgr. **Adv. Agcy.**— Ross Roy, Inc., Detroit, Mich. Albert E. Bowles, acct. exec.

CRYSTAL RESEARCH LABORATORIES, INC., 29 Allyn, Hartford 3, Conn. Brake fluid dispenser, water demineralizing device, replacement filters. S. I. Ward, pres.; Roger W. McCormack, vice-pres.; Frances Andrews, secy.-treas.

CINCINNATI MILLING AND GRINDING MACHINES, INC., 4701 Marburg ave., Cincinnati 9, O. Milling machines, grinding machines, broaching machines, lapping machines, cutter sharpening machines, die sinking machines, optical projection profile grinders, metal forming machines, hardening machines, cutting fluid, grinding wheels. F. V. Geier, pres.; W. W. Tangeman, vice-pres. and gen. mgr.; S. E. Bergstrom, C. Roby, H. Gay, vice-presidents; P. Cone, secy.; F. M. Angevin, treas.; L. Nenninger, wks. mgr.; C. M. Beach, sales mgr.; C. M. Reesey, adv. and sales prom. mgr.; M. Gillie, serv. mgr.; H. Decatur, pur. agt.; M. Geiss, traffic mgr.; H. Ewig personnel dir. **Det. Rep.**—J. Baldez, mgr. Cincinnati Milling and Grinding Machines, Inc., 24100 N. Woodward ave., Pleasant Ridge, Mich. **Adv. Agcy.**—Jaap Orr Co., Cincinnati, O. (machine tools); Keelor and Stites, Cincinnati, O. (metal forming); Ralph Jones Co., Cincinnati, O. (products); (Odiorne) Industrial Advertising, Yellow Springs, O. (flame hardening).

CINCINNATI TOOL CO., 1951 Waverly ave., Cincinnati 12, O. Clamps, chisels, punches. J. M. Hargrave, pres.; J. A. Gardner, vice-pres. and secy.; H. M. Wessendorp, treas.; Paul F. Aaron, wks. mgr.; Harold C. Johnston, sales mgr.; D. L. Farmer, cf. engr.; R. C. Rinschler, pur. agt.; C. E. Hoffman, traffic mgr. **Det. Rep.**—J. M. Reynolds (factory). **Adv. Agcy.**—The Bohnett Co., Cincinnati O. George Fahrer, acct. exec.

CIRC-O-FIRE SPARK PLUG CO., 2411 Denton, Detroit 12, Mich. Spark plugs. Russell Robidoux, Edmund Willwis, Marvin Wagnitz, partners.

CIRCO DIV., Topper Equipment Co., 120 Central ave., Clark Township (Rahway), N. J. Vapor degreasers, steam cleaners, automotive parts cleaning equipment, degreasing solvent. Melville Morris, pres., sales mgr.; Carl Morris, vice-pres.; Leonard Gordon, asst. secy.; Jerome Scherzer, asst. treas.; Albert De Losky, wks. mgr.; Henry Stanley, serv. mgr.; Kenneth Hirtle, cf. engr.; Lawrence Bucco, pur. agt. **Adv. Agcy.**—Mercready,

(Continued on Page 189)

MANZEL TRANS-LIFT

Permits one man to remove or replace the heaviest transmission. Exclusive Rotary Adjustment pivots transmission *around* the center line, not below. This eliminates further vertical and lateral adjustments — simplifies aligning bolts, dowels, splines, and drive shafts — compensates for variations in spring suspension, hoist, or floor. For post or pit-type installations. Adapters for all makes of automatic transmissions.

MANZEL TRANS-LIFT JR.

In the limited working area when cars are mounted on axle stands, Trans-Lift Jr., makes removal and replacement of transmissions a simple, one-man job. Features include: rotary adjustment, four ball bearing caster wheels, easy action hydraulic pump with handle that swivels in all directions.

MANZEL FLOOR CRANE

Makes safe, easy work of removing and replacing engines, loading and unloading trucks, raising autos, and many other heavy-lifting jobs. *One* man readily transfers loads from place to place. *Four point suspension* prevents tipping. Sturdy combination handle provides accurate steering, and smooth, fast pumping.

Manzel EQUIPMENT

makes money by saving time

With today's high labor costs, now as never before, time is money. The Manzel equipment shown here will make money by helping you service cars more quickly and efficiently. In addition, Manzel produces factory approved specialized tools for car, truck and tractor manufacturers — and maintains a staff of specialists trained to help you plan, layout and completely equip a service department to make the best and most profitable use of available space. For any assistance concerning *your* servicing equipment, write to Manzel at the address below.

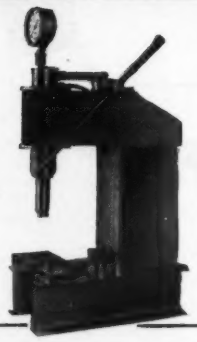
MANZEL ENGINE DISPLAY STAND

Be *permanently* prepared to set up compelling engine displays with this attractive new *adjustable* stand.

Fits any passenger car or tractor engine, as well as truck engines weighing up to 1,000 lbs. Made of heavy chrome plated tubing with four ball bearing, swivel-type wheels. Readily dismantled.

MANZEL ARBOR PRESS

A 10 ton press engineered to meet a variety of needs. The long ram stroke and unusual depth and width of throat make it adaptable to straightening, material testing, bending, bearing or bushing work, and many other uses. Gage is optional.



MANZEL TORQUE WRENCH

With a capacity from 0 to 1,000 ft. lbs., this wrench meets a variety of car and truck nut and bolt tightening requirements — including torquing rear axle companion flange nuts accurately to within 600-700 ft. lbs. The "stay-set" dial shows maximum torque and holds it after pulling has ceased.

INSIST ON Manzel

DIVISION OF FRONTIER INDUSTRIES, INC.
341 BABCOCK STREET, BUFFALO 10, N. Y.

Who's Who in Auto Industry

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Handy, Vandenburgh, Newark, N. J. H. Mercready, acct. exec.

CITIES SERVICE OIL CO., (DEL.), 20 N. Wacker dr., Chicago, Ill. Gasoline and lubricating oils. S. B. Irelan, pres.; E. L. Stauffacher, vice-pres.; F. B. Plank, secy.; Lloyd Lynd, treas.; C. A. Willis, sales mgr.; B. F. Farwig and H. F. Jones, asst. sales mgrs.; E. D. Digweed jr., T.B.A. mgr. **Det. Rep.**—P. E. Watts, div. mgr., 3049 E. Grand blvd., Detroit 2, Mich.

CITIES SERVICE OIL CO. (PA.), 70 Pine st., New York 5, N. Y. Gasoline and lubricating oils. H. E. Brandli, pres.; W. W. Willemeyer, vice-pres.; R. A. Cuthbertson, secy.; W. W. Martin, treas.; J. A. Kelley, vice-pres. in chge. of marketing; E. W. Lang, asst. vice-pres. in chge. of marketing; R. C. Keck, adv. mgr.; E. G. Hirleman, T.B.A. mgr.; P. C. Boyd, mgr., lubricant sales. **Det. Rep.**—P. E. Watts, div. mgr., 3049 E. Grand blvd., Detroit 2, Mich.

CLAMP-SWING PRICING CO., 2407 San Jose ave., Alameda, Calif. Celo car pricing sets (for pricing used cars), label holders for parts and storage bins. D. Garfinkle, gen. mgr.

CLAPP MFG. CO., THE E. D., Genessee st., Auburn, N. Y. Drop forgings. E. D. Clapp, pres.; H. W. Clapp, vice-pres.; E. G. Wholeslagle, secy.; J. D. Hutchinson sr., treas., gen. wks. mgr.; E. A. Clapp, asst. treas.; D. M. Barber, asst. secy.; J. D. Hutchinson jr., chief engineer.

CLARK EQUIPMENT CO., P. O. Box 31, Buchanan, Mich. Transmissions, rear axle housings, tractor units, fork trucks and towing tractors, ross carriers, power-worker hand trucks, power shovels and loaders, electric steel castings, gears and forgings, front and rear axles for trucks and buses. George Spatta, pres.; R. H. Davies, C. E. Killebrew, C. H. King, J. G. Mack, W. E. Schirmer, E. M. Schultheis, vice-presidents. **Adv. Agcy.**—Marsteller, Gebhardt & Reed, Inc., Chicago, Ill.

CLARK EQUIPMENT Co., Industrial Truck Div., Battle Creek, Mich. Gas, electric, diesel and L-P gas powered fork trucks; electric battery powered hand trucks; industrial towing tractors, Ross straddle carriers. George Spatta, pres.; W. E. Schirmer, E. M. Schultheis, C. H. King, J. G. Mack, R. H. Davies, L. L. Lyon, C. Killebrew, vice-presidents; G. E. Arnold, secy.; J. R. Wood, treas. **Det. Rep.**—Materials Handling Sales Corp., 300 E. Milwaukee, Detroit. **Adv. Agcy.** — Marsteller, Gebhardt & Reed, Inc., Chicago, Ill. E. A. Gebhardt, acct. exec.

CLAYBORNE MFG. CO., 429 North Main st., Monticello, Ind. Engine testing dynamometers, engine overhaul stands, lift kits, dollies, tire removers. N. F. Clayborne, pres.; I. L. Clayborne, secy.; T. A. Griffin, treas.

CLAYTON MFG. CO., 401 N. Temple City blvd., El Monte, Calif. Vapor cleaning machines, chassis and engine dynamometers, steam generators, solvents and cleaning compounds. William Clayton, pres.; E. S. Chapman, exec. vice-pres. and gen. mgr.; J. E. St. Clair, secy.-treas.; Perry Arant, vice-pres. in chge. of engrg.; Ben F. Martin, wks. mgr.; J. A. Cortright, vice-pres. in chge. of sales; E. N. Moon, asst. to vice-pres. in chge. of sales; Tom Moule, sales mgr. dynamometer and cleaner divs.; John Billman, Western reg. sales mgr.; H. M. Kirkby, Eastern reg. sales mgr., steam div.; C. L. Pfeiffer, adv. mgr.; Jack Moore, traffic mgr.; William S. Porter, serv. mgr.; Rowland Mackey, pur. agt. **Det. Rep.**— Howard L. Legg, 4620 Oakman blvd., Detroit 4. **Adv. Agcy.**—Franklin Assoc., 2022 S. Mesa st., San Pedro, Calif. E. Fred Franklin, acct. exec.

CLEVELAND CHAIN & MFG. CO., Broadway and Chaincraft rd., Cleveland 5, O. Tire chains, tow chains, accessories. R. L. Round, pres.; J. W. Dickey, exec. vice-pres.; Leroy Dick, plant supt.; D. J. Owens, sales mgr.; H. L. Murphy, pur. agt.; D. E. Ehlenfeldt, adv. mgr. **Det. Rep.**—M. E. Hewitt, 17346 Roselawn ave., Detroit 21. **Adv. Agcy.**—Belden & Hickox, Cleveland. Frank E. Belden, acct. exec.

CLEVELAND GRAPHITE BRONZE CO., 17000 St. Clair ave., Cleveland 10, O. Bearings, bushings and washers. William G. Leffer, pres.; L. W. Christenson, vice-pres. sales; F. P. Salzman, wks. mgr.; E. Crankshaw, chief engr.; C. A. Williams, sales mgr.; R. E. Mooney, dist. sales mgr., Ohio sales dist.; A. E. Gibbs, dist. sales mgr., Chicago sales dist.; Drew McKenna, dist. sales mgr., New York sales dist.; W. D. Cowgill, dist. sales mgr., Detroit sales dist.; A. G. Mould, dir. of pur.; P. W. Love, asst. pur. agt., Detroit office, General Motors bldg.; Chicago office, McCormick bldg.; New York office, Chrysler bldg. **Adv. Agcy.**—Edw. Howard & Co., Cleveland, O.

CLEVELAND STEEL PRODUCTS CORP., 16025 Brookpark rd., Cleveland 11, O. Universal joints, propeller shafts, screw machine products, stampings, oil and gas burners, oil and gas warm air furnaces, oil boilers, oil fired water heaters. W. J. Smith, pres., gen. mgr.; A. G. Singler, W. W. Slaght, R. J. Lucas, W. J. Smith jr., vice-presidents; N. F. Kaplan, vice-pres. and secy.; J. H. Seager, treas.; J. P. Cole, wks. mgr.; H. A. Cutting, sales mgr., automotive div.; A. F. Narks, prod. mgr.; L. F. Dienst, adv. and sales prom. mgr.; W. W. Slaght, chief engr.; C. V. Banwell, pur. agt.; T. Novotny, traffic mgr. **Det. Rep.**—H. A. Cutting, 626 New Center bldg.

CLEVITE CORP., 17000 St. Clair ave., Cleveland 10, O. Ben F. Hopkins, honorary chmn. of bd.; J. J. McIntyre, honorary vice-chmn. of bd.,; James L. Myers, chmn. of bd. and pres.; W. Russell Burwell, vice-chmn. of bd.; Carl W. Johnson, senior vice-pres.; John W. Dixon, exec. vice-pres.; Sydney L. Hall, adm. vice-pres.; O. P. Gokay, treas.; C. A. Dilley, secy. **Adv. Agcy.**—Edw. Howard & Co., Cleveland, O.

CLEVITE SERVICE, Div. of Clevite Corp., 6545 Carnegie ave., Cleveland 3, O. Clutch plates, small clutch parts, king pin sets, shackles, spring bolts and bushings, front wheel suspension parts, tie rods and drag links, engine bearings. R. Z. Oswald, pres.; A. M. Currier jr., gen. sales mgr.; C. R. Wight, sales mgr., Spec. mkts.; R. H. Wickersham, sales mgr.; N.A.P.A.; John F. Moriarty, merch. mgr.; Kenneth M. Leighton, serv. mgr. **Adv. Agcy.**—Griswold - Eshleman Co., Cleveland, O. John F. Davis, acct. exec.

CLIMAX MOLYBDENUM CO., 500 Fifth ave., New York 36. Molybdenite concentrate, pure molybdic oxide, lubricant and anti-seizing compound, thermite molybdenum, technical molybdic oxide, ferromolybdenum. Arthur H. Bunker, pres.; C. M. Loeb jr., vice-pres. in chge. of metallurgical development; Weston Thomas, vice-pres. and treas.; Lester A. Cowan, secy. **Dett. Rep.**—V. A. Crosby, 624 Fisher bldg. **Adv. Agcy.**—Rowlinson-Broughton, 2 Mosley st., Manchester 2, Eng.

CLINTON SPRAY WAX CORP., 3651 W. Albion ave. Lincolnwood 45, Ill. Spray wax, cleaner-polish, beauty-buff. Joseph L. Kozak, pres. and gen. mgr.; Earle J. Kozak, wks. mgr. **Adv. Agcy.** — R. J. Skala Co., 608 S. Dearborn st., Chicago 5.

CLINTON PRODUCTS CO., Clinton, Mich. Auto creepers, mechanic's seat and tool tray, utility dolly, truck step, cylinder locating tools and luggage carriers. Fred R. Geiger, pres. **Adv. Agcy.**—The Faller Agency, Toledo, O. J. S. Faller, acct. exec.

CLOYES GEAR WORKS, INC., 17214 Roseland rd., Cleveland 12, O. Silent and metal timing gears, timing chain sprockets, industrial gears. H. C. Stebbins jr., pres., treas.; Charles V. Laslo, vice-pres., prod.

COACHCRAFT, LTD., 9017 Santa Monica blvd., Hollywood 46, Calif. Custom bodies, luggage racks, engineering tooling and small production of high quality accessories, prototypes of wood and/or metal. Burton Chalmers, pres., gen. mgr. and adv. mgr.; Willis B. Robertson, vice-pres., sales mgr. and pur. agt.; Rudolph Stoessel, secy., treas. and cf. engr.; C. Ratzenberger, wks. mgr.; E. Grall, serv. mgr.; Alois Stoessell, parts and acc. mgr. and traf. mgr.

COATS COMPANY, 3001 Fifth ave. S., Fort Dodge, Ia. Iron Tireman, Truck Tireman, tractor tire bead breaker. G. E. Coats, pres. and gen. mgr.; Wonie Coats, vice-pres. and pur. agt.; James Semprini, asst. pur. agt. **Adv. Agcy.** — Fairall & Co., Des Moines, Ia.

COGSDILL TWIST DRILL CO., Box 97, College Park Station, Detroit 21, Mich. Twist drills, reamers, combination drill and counter sinks, counterbores, end mills and kindred cutting tools. Stuart A. Cogsdill, chmn. of bd.; Floyd F. Cogsdill, pres. and in chge. of sales; Gertrude Bennett, secy.-treas.; P. C. Satterthwaite, wks. mgr.; William D. Walters, cf. engr.; H. R. Gillespie, pur. agt.

COLE HERSEE CO., 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories. Leo Mayer, pres. and gen. mgr.; C. A. Akeson, wks. mgr.; H. Jenkins, compt.; T. Unsworth, eng. **Det. Rep.** — Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P. O. Box 67, Kensington Station). **Adv. Agcy.**—Franklin Advertising Service, Boston, Mass. M. B. Summerfield, acct. exec.

COLLINITE CHEMICAL CO., 1205 Mohawk st., Utica 3, N. Y. Automotive cleaners and waxes, washing compounds. Charles H. Collins, Charles H. Collins jr., partners. **Det. Rep.**—Dayton A. Dahlem, 2400 Hartrey st., Evanston, Ill. **Adv. Agcy.**—J. Farquhar Co., Utica, N. Y. Jay Anderson, acct. exec.

COLLINS & AIKMAN CORP., 210 Madison ave., New York 16, N. Y. Upholstery fabric of all types. A. R. Jube, chmn. of bd.; W. F. Bird, pres.; Mark Z. McGill, secy.; Charles A. Willon, treas.; P. B. Baldwin, vice-pres., sales and merchandising; J. Weemhoff, gen. sales mgr.; C. L. Conley, dir. of adv. and acct. development; Karl F. Hesley, serv. mgr.; Ralph M. Cornman, pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. Dave Hotz, acct. exec.

COLORADO FUEL AND IRON CORP., Wickwire Spencer Steel Div., 575 Madison ave., New York 22, N. Y. Spring and formed wire, mechanics wire, automotive items. A. F. Franz, pres.; Franklin Berwin, vice-pres.; A. C. Bekaert, vice-pres., finance; F. S. Jones, vice-pres., sales; J. J. Martin, vice-pres., oper.; D. C. McGrew, secy.; H. C. Crout, treas.; H. C. Allington, vice-pres. in chge. of sales, Eastern div.; E. F. Early, wks. mgr.; E. J. Byrnes, springs and formed wire sales mgr.; L. A. Watts, gen. sales mgr., Eastern div.; R. W. Brown, adv. mgr.; A. R. Kinney, pur. agt. **Det. Rep.**—John Burch, Detroit sales mgr., 1915 National Bank

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FLASH-A-CALL Service Control

offers you

100% to 200% Absorption

We will personally discuss with you the problems of your shop, the corrective measures that must be taken. Train your entire shop personnel, *guarantee to increase your customer paid labor sales* or you owe us nothing. As manufacturers, we offer you direct, equipment designed for this purpose alone, having the highest known standard of quality, in two complete packages, for the large dealer or smaller service department. Our program meets and goes beyond the requirements of all major factories. Write us today and we will arrange an appointment with a man that will not waste your time.

FLASH-A-CALL SERVICE CONTROL SYSTEM

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"CO-OPPORTUNITY"

Gives You A Dramatic New Sales Feature!

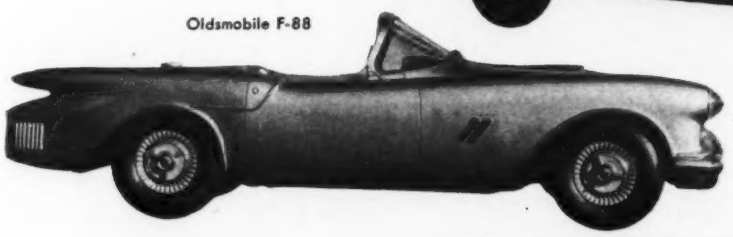
From a dream, a drawing board and "co-opportunity" came a great new advancement in automotive design . . . the Panoramic Windshield.

It came into being because the people at General Motors Corporation, Fisher Body and Libbey·Owens·Ford Glass Company, took every opportunity to use each others' knowledge and experience to the fullest advantage.

Here you see the first Panoramic Windshields in the Oldsmobile F-88, the Buick Wildcat II and the Cadillac La Espada sports cars.

Now . . . today . . . you see this great new sales feature in all of the 1954 Oldsmobiles, Buicks, Cadillacs, and the Chevrolet Corvette, in either regular L·O·F Safety Plate Glass or L·O·F's famous Shaded E-Z-Eye Safety Plate Glass.

Cadillac La Espada



Oldsmobile F-88

Other L·O·F Contributions

1. L·O·F was one of the pioneers in the manufacture of safety glass for automobiles.
2. L·O·F actively participated and contributed to development of Hi-Test, the superior polyvinyl butyral plastic bond for safety glass.
3. L·O·F pioneered volume production of the one-piece and two-piece curved windshield, and the compound curve for backlights to fit streamlined design.
4. L·O·F pioneered E-Z-EYE, the blue-green safety plate glass and the shaded windshield for passenger cars.

Buick Wildcat II

LIBBEY · OWENS · FORD

Who's Who in Auto Industry

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bldg., Detroit, Mich. **Adv. Agcy.**—Doyle, Kitchen and McCormick, 501 Fifth ave., New York, N. Y. J. J. McCoy, acct. exec.

COLORGLO PRODUCTS, INC., 109 N. Newlin ave., Whittier, Calif. Automobile polishes, waxes, cleaners, etc. George S. Hanson, pres.; M. Wm. Irwin, vice-pres.

COLTON CO., ARTHUR, Div., of Snyder Tool & Engrg. Co., 3400 E. Lafayette, Detroit 7, Mich. Hydraulic presses, mechanical presses. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; Harvey Purdy, asst. secy.; Samuel D. Harrison, asst. treas.; Nelson Carman, dir. of customer service; Wallace Dospel, sales mgr.; Leo Gajda, cf. engr. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit. John Dow, acctt. exec.

COLUMBIA WOVEN PLASTICS, INC., Empire State bldg., New York. Woven plastic fabric. Harold Davis, pres.

COLUMBUS McKINNON CHAIN CORP., Tonawanda, N. Y. Tire chains, towing chains. Franz T. Stone, pres.; D. S. Brisbin, vice-pres.; J. H. Goodwin jr., secy.-treas.; D. B. Myers, wks. mgr.; R. E. Gerspacher, product and adv. mgr.; H. R. Parker, cf. engr.; Walter Wolf, pur. agt.; Arch Miller, traf. mgr.; Sherm Richards, pub. rel. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

COMFORT SPECIALTY CO., 200 S. 7th st., St. Louis 2, Mo. Printed supplies, advertising material, furniture, stationery, 600 different standardized printed forms for automobile dealers. H. B. Comfort, pres. and treas.; J. A. Collum, exec. vice-pres.; J. L. Sloss jr., secy.; H. L. Wohlstadter, gen. mgr.; S. B. Comfort, adv. and sales mgr.; O. Schatz, traf. mgr. and pur. agt. **Adv. Agcy.**—Searcee Adv. Corp., St. Louis, Mo.

COMMERCIAL CREDIT CO., 14 Light st., Baltimore 2, Md. Sales finance, insurance and manufacturing. Alexander E. Duncan, chmn. of bd.; E. C. Wareheim, pres.; H. B. Mathews, Charles J. Zimmerer, Edmund L. Grimes, H. A. Cherry, exec. vice-presidents; Paul M. Millians, LeBaron Willard jr., James P. Taylor, Thomas A. Duncan, James W. Newman, Berthold Muecke, vice-presidents; W. R. Mules, secy.; William L. Gardiner, treas.; J. F. Flynn, controller; Michael Sheehan, adv. and sales prom. dir.

COMMERCIAL FILTERS CORP., 2 Main st., Melrose, Mass. Filters for industrial fluids, hydrocarbon fuels and lubricants and compressed air, filter tubes. Merrill G. Hastings, pres.; Robert L. Fielding, vice-pres., sales and gen. mgr.; Henry B. Ahlberg, wks. mgr.; John M. Colonas, cf. engr.; Alan Riley, pur. agt.; John A. Hurley, traf. mgr. **Det. Rep.** — N. R. Kerns Co., 9140 Charlevoix, Detroit 11, Mich.

COMMERCIAL RESEARCH LABORATORIES, INC., 20 Bartlett ave., Detroit 3, Mich. Testing equipment for the automobile and aircraft industries, including: Flowmeters, air, fuel and coolant; Flowmeter calibrating stands, direct weighing method; engine indicators, direct and electronic; vibration analyzers, recording and indicating. Claude E. Cox, pres.; Cashan P. Head, vice-pres.; H. J. Faull, secy.-treas.; R. A. Merritt, sales mgr.; A. W. Brueckner, cf. engr.; N. H. Haake, pur. agt.

COMMERCIAL SOLVENTS CORP., 260 Madison ave., New York 16, N. Y. Antifreezes, cleaner, anti-rust, car wash, penetrating oil. Paul R. Smith, gen. mgr.; William H. Adamson, sales mgr.; Ira W. Campbell, adv. mgr. **Det. Rep.** — T. A. Temple, 1900 E. Jefferson. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York 17, N. Y. George R. Lyon, acct. exec.

COMPCO CORP., 2251 W. St. Paul ave., Chicago 47. Rear view mirrors, Nodraft deflectors, hood ornaments, radiator ornaments, tissue dispensers, dash-fences. S. J. Zagel, pres.; L. G. Zagel, vice-pres.; J. Kaufman, wks. mgr.; F. L. Eastman, cf. engr.; Ray Walsh, pur. agt.

CONNECTICUT TELEPHONE & ELECTRIC CORP., 70 Britannia st., Meriden, Conn. Electrical components, switches, relays, ignition parts, connectors, directional signals. R. T. Dunlap, pres.; H. B. Randall, vice-pres. chge. of sales, adv. mgr., F. Cocco; C. A. Cunneen, secy.; H. R. Ray, treas.; H. A. Hafner, wks. mgr.; J. A. Mulanaphy, sales mgr. industrial products; N. J. Rabiecki, intercom. div.; W. R. Curtiss, cf. engr.; John T. Nicholson, pur. agt. **Det. Rep.** — R. B. Harper, 814 Fisher bldg. **Adv. Agcy.**—Haydon - Dukeshire, 96 Grove st., New Haven, Conn.

CONSOLIDATED DIESEL ELECTRIC CORP., Ludlow and Canal sts., Stamford, Conn. Diesel engine generating sets, switchgear, pumping units, floodlight units, trailer mounted engine generator sets. Norman I. Schafler, pres.; James J. Ward, vice-pres., sales mgr.; David S. Brady, secy.; John Murray, wks. mgr.; Roger C. Winslow, cf. engr. and Berthoud Boulton, admin. engr.; David Lavker, pur. agt.

CONSOLITE CORP., 1320 E. State st., Fremont, O. Advertising signs of metal, aluminum, plastic, cardboard, etc., door bars, kickplates, license plate emblems, bumper strips, trailer plates, thermometers. Transfers: truck lettering, window valance, product identification. Highway advertising signs. H. E. Zink, pres.; E. F. Sevitts, vice-pres.; W. A. Zink, secy.; N. S. House, treas.; G. C. Berger, wks. mgr.; R. D. Hetrick, sales mgr. **Adv. Agcy.**—Ted Witter Adv. Agcy., Canton, O.

CONSUMERS SPECIALTY MFG. CO., 12020 Jos. Campau, Detroit 12. Tool pouch, scuff pads, throw-over covers. S. Jacobs, pres. and sales mgr.; H. Jacobs, vice-pres.; N. Silvers, gen. mgr.

CONTEMPO LUGGAGE CO., 170 5th ave., New York 10. Leather luggage, airplane luggage, brief cases, salesmen's cases, picnic baskets, custom-made luggage, canvas luggage covers. B. J. Rudikoff, D. F. Rudikoff, B. W. Ende, officers. B. J. Roberts, sales and adv. mgr.; B. W. Ende, asst. sales mgr.

CONTINENTAL - DIAMOND FIBRE CO., Newark, Del. Timing gears. T. F. Murphy, pres.; J. F. Anderson, vice-pres.; C. H. Hopkins, vice-pres. and treas.; H. M. Dexter, sales mgr. **Det. Rep.**—J. R. Brosnan, 443 New Center bldg., Detroit 2. **Adv. Agcy.** — Geare-Marston, Philadelphia, Pa. J. R. Pilling, acct. exec.

CONTINENTAL MFG. CORP., 10411 Washington blvd., Culver City, Calif. Life-time batteries and filters. Frank E. Williams, pres.; Gerald C. Mitchener, vice-pres., gen. mgr.; Frank C. Slays, secy. and treas.; Albert Wells, sales mgr. **Det. Rep.**—Van Wanseele and Assoc., 4146 Lakewood, Detroit 15. **Adv. Agcy.**—Wally Hunt and Assoc., 1044 South Robertson, Los Angeles, Calif. Neil Elliott, acct. exec.

CONTINENTAL MOTORS CORP., 205 Market st., Muskegon, Mich. Engines (transportation, industrial, marine, airplane). C. J. Reese, pres. and gen. mgr.; Earl C. Ginn, Lewis P. Kalb, T. A. Engstrom, exec. vice-presidents; Arthur W. Wild, D. H. Hollowell, C. Wheeler Johnson, C. M. Bellinger, F. Frank Schwilk, Wm. G. Raven, Palmer C. Dolph, Guy J. Harinton, F. H. Mull, Albert B. Willi, vice-presidents; Frederick H. Faust, secy.; Henry W. Vandeven, treas.; C. M. Bellinger (automotive and industrial engines), D. H. Hollowell (airplane engines), sales mgrs.; C. W. Johnson, adv. mgr.; G. Waine Thomas, cf. engr.; Morris Ramsey, pur. agt. **Adv. Agcy.**—Cummings & Hopkins, 1504 Guardian bldg., Detroit, Mich.

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CONTINENTAL RUBBER WORKS, 1950 Liberty st., Erie 6, Pa. Molded rubber, extruded rubber, rubber hose, fan belts, radiator hose, shaped hose, sheet rubber. P. H. Henkel, pres., gen. mgr.; C. J. Palmer, vice-pres., secy.; M. M. Schade, treas.; F. R. McCarty, asst. gen. mgr.; H. T. Fowler, sales mgr.; C. C. Shenk, asst. sales; Earl Johnson, John H. Davison, asst. sales; William T. Stout, adv. mgr., sales prom. mgr., pub. rel. mgr.; Henry Kohler, cf. engr.; K. T. Smith, pur. agt.; Paul Berst, traf. mgr. **Det. Rep.** — Clacy McNary, Edw. McNary, Richard McNary, Richard Robertson, 13801 Schoolcraft ave. **Adv. Agcy.**—Eugene C. Laird Advertising, Erie, Pa.

CONVERTO MANUFACTURING CO., Cambridge City, Ind. Dump bodies, hoists. C. R. Golay, pres. and gen. mgr.; Arden F. Collins, vice-pres., gen. sales mgr.; James Dey, secy.; Don Golay, treas.; Don Dillon, pur. agt.; Don Chaney, cf. engr.; Harry Kuster, gov't sales. **Adv. Agcy.**—Bob Robinson, Inc., 612-16 Elm st., Muncie, Ind. Bob Robinson, acct. exec.

COOPER TIRE & RUBBER CO., Lima-at-Western ave., Findlay, O. Passenger and truck tires and tubes, camel back and repair materials, all types mechanical goods. W. B. Brewer, pres.; C. P. Weaver, vice-pres. chge. of sales; C. E. Hart, secy.; K. L. Frost, treas.; Robert Brewer, vice-pres. and works mgr.; W. S. Halkyard, Private Brand sales mgr.; W. D. Cline, field sales mgr.; R. P. Doyen, operating sales mgr.; W. Freemyer, C. Eddy, W. Fitzgerald, asst. sales mgrs.; Warren Whiting, adv. mgr.; Don Armbruster, asst.; Lloyd Baird, serv. mgr.; Wayne Brewer, vice-pres. chge. of engrg.; Marvin Fahl, pur. agt.; Robert Jenssen, traffic mgr.; Dr. Tennyson Guyer, pub. rel. mgr. **Adv. Agcy.**—Mumm, Mullay & Nichols, Inc., Columbus, O. H. W. Amburn, acct. exec.

COP-SIL-LOY, INC. and DEE DEE CO., 10136 E. Rush st., P. O. Box 109, El Monte, Calif. Brake and clutch material for: passenger cars, buses, industrial, construction equipment, heavy duty trucking, draw works. Donald M. Nelson, pres., treas.; Dan Levi, vice-pres., secy. and gen. mgr.; David G. Perry, wks. mgr., cf. engr.; Edw. J. Flynn, pub. rel. mgr. **Det. Affiliate** — COP-SIL-LOY of Michigan, 1011 Franklin st., Detroit 7, Mich.

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CORRUGATED PAPER PRODUCTS, INC., 2233 Utica ave., Brooklyn 34. Corrugated mailing boxes, packaging boxes and parts boxes. Jesse Kapor, pres., gen. mgr.; Lawrence S. Wagner, treas., sales mgr.

CRANE CO., H. W., Automotive Div., 15 N. 9th ave., Maywood, Ill. House, utility and boat trailer hitches, couplers, balls; butane tank racks, fiberglass

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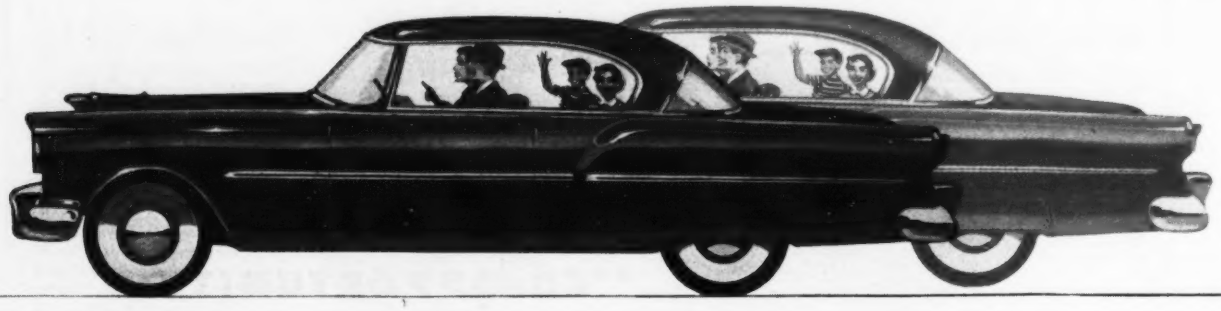

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THE ODDS ARE 4 to 5

. . . says Robbie Robinson Richmond

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trailer awnings. Harold Thayer, treas.; H. E. Nunn jr., gen. mgr.; E. J. Markvart, works mgr.; R. Fullem, serv. mgr.; Geo. Dionesotes, pur. agt. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. Edward J. Lund, acct. exec.

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CRESCENT CO., INC., 20 Central ave., Pawtucket, R. I. Automotive wiring, spark plug cable sets, battery cables, primary wire, spooled cable, portable cord, welding cable, power cable. John Sapinsley, pres.; Kenneth R. MacLean, sales mgr.; Howard A. Utech, sales mgr. automotive div.; Herman Gordon, wks. mgr.; E. Oliver Hanson, pur. agt.; Maurice Namerow, traf. mgr.; Louis F. Palara, supt. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

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CROWN LUGGAGE CO., INC., 409-21 W. Redwood st., Baltimore 1, Md. Hand luggage. J. Neumann, pres., gen. mgr.; T. Neumann, vice-pres.; L. A. E. Wetzler, secy.; L. W. Katz, treas., sales mgr., adv. mgr.; C. Germaine, wks. mgr.; F. Hudson, traf. mgr. **Det. Rep.** — F. Dorman, 2080 Ewald Circle. **Adv. Agcy.** — Kastor Farrell, Chesley & Clifford, New York. A. Carver, acct. exec.

CRUMP CO., INC., B. T., 1310-34 East Franklin st., Richmond 13, Va. Automotive supplies and equipment, seat covers. P. A. Seaton sr., chmn. of bd.; W. E. Seaton, pres.; R. H. C. Seaton, secy.-treas.; P. T. Bergheimer, sales mgr. and pur. agt., automotive div.

CULVER-STEARNS MFG. CO., 53 Grafton st., Worcester 8, Mass. Electrical equipment—switches, sockets and plugs. R. W. Stearns, pres., gen. mgr.; George Stearns, vice-pres.; J. C. Stearns, treas., cf. engr.; P. V. Champlin, wks. mgr.; W. J. Hopp, sales mgr.; George Turmell, pur. agt. **Det. Rep.**—W. J. Hopp, 324 Stephenson bldg.

CUNO ENGINEERING CORP., 80 S. Vine st., Meriden, Conn. Cigaret lighters, filters. Roy Scott, vice-pres., gen. mgr.; Carlton H. Winslow, vice-pres., chg. of sales; J. R. Ledwith, mgr. automotive sales. **Det. Rep.** — J. D. Chamberlin, 5-119 General Motors bldg.

CURTIS PNEUMATIC MACHINERY DIV. of Curtis Mfg. Co., 1905 Kienlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. W. C. Hecker, pres.; J. D. Lodwick, vice-pres., chge. of sales; C. W. Frees, secy.-treas.; A. B. Weininger, wks. mgr.; Andrew M. Bono, adv. mgr.; W. F. Krenning, cf. engr.; J. A. A. Hecker, pur. agt.; Lee Meyer, traf. mgr. **Adv. Agcy.** — Oakleigh R. French & Assoc., St. Louis, Mo. Kenneth Bayer, acct. exec.

CUSHMAN CHUCK CO., 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry E. Sloan jr., pres.; E. L. Field, treas. and pur. agt.; W. C. Gaw, vice-pres. sales; Fred Fippinger, wks. mgr.; E. T. Lally, traf. mgr.; John Cunningham, asst. pur. agt.; William Sullivan, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

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D & M PRODUCTS, 13316 Hamilton ave., Detroit 3, Mich. Automotive rear seat speaker kits. Henry Mills, pres., treas.; S. Rubin, sales mgr., pur. agt. **Det. Rep.**—Roy Rotter Co., 10210 Puritan. **Adv. Agcy.**—Lawrence Rubin, Detroit, Mich.

D & M TRUCK TOP CO., 12186 Petosky, Detroit 4, Mich. Under car covers, covered wagon top for pick-ups and stakes, tops for hy-lows and bulldozers. Albert H. Dworkin, pres.

DAHLSTROM METALLIC DOOR CO., 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets, product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres., pur. agt.; G. E. Johnson, secy., treas.; Elmer V. Lindstrom, supt.; R. A. Boberg, special products div. sales mgr.; Kermit G. Nelson, adv. mgr.; Carl Thierfeldt, cf. engr., special products div. **Det. Rep.** — Malcolm V. Otis, 1240 Buhl bldg., Detroit 26.

DAKE ENGINE CO., 637 Monroe st., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and contractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.; Paul A. Johnson sr., treas.; A. F. Green, gen. mgr.; C. Darby, pur. agt.; Harold Poort, cf. engr. **Det. Rep.**—H. B. Hazerodt, 416 Ford bldg., Detroit. **Adv. Agcy.**—Fensholt Co., Chicago, Ill. W. A. Weld, acct. exec.

DAMAR PRODUCTS, INC., 233 Frelinghuysen, Newark 5, N. J. Hang-all auto wardrobe rack. David W. Margulies, pres.; I. G. Margulies, treas.; Arthur Kindler, gen. mgr.; Max Kurtz, sales mgr.; Ruth Brooke, adv. mgr. **Adv. Agcy.** — Maxwell Sackheim & Co., Inc., New York City. Lester Wunderman, acct. exec.

DANA CORP., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, power take-off joints, railroad generator drives, frames, welded tubing, forgings, stampings. C. A. Dana, chmn. of bd.; R. E. Carpenter, vice-chmn. of bd.; J. E. Martin, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; D. D. Robertson, gen. sales mgr.; J. R. Miller, dir. mfg.; W. L. Stone, transmission and torque converter sales mgr.; W. H. Schomburg jr., universal joint and clutch sales mgr.; Neil A. Moore, gen. mgr. service div.; R. P. Lewis, exec. engr.; R. R. Burkhalter, asst. exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kieser, dir. of pub. rel. and adv. mgr.; W. J. Bryan, traf. mgr. **Adv. Agcy.** — C. A. Kroening, Inc., 2157 Euclid ave., Cleveland 15, O.

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DAYTON RUBBER CO., 2342 Riverview ave., Dayton, O. Tires and tubes, automotive belts. A. L. Freedlander, pres.; H. S. Waters, vice-pres. foam rubber sales; I. Eisbrouch, vice-pres. tire sales; L. C. Strobeck, vice-pres. mechanical sales; W. G. Pickrel, secy.; L. V. Baker, treas.; H. S. Mooradian, vice-pres. mfg.; J. Rockoff, vice-pres. in chge. development; C. D. Bucher, pur. agt.; Grant Marks, traf. mgr.; R. L. Wetzel, dir. of adv. and pub. rel. **Det. Rep.**—F. C. Murray, 636-637 New Center bldg., Detroit 2; Tires and Mech. Rubber products, The Allman Co., Detroit; Foam Rubber, Norman D. Waters & Assoc., New York City.

DAYTON STEEL FOUNDRY CO., 1366 Miami Chapel rd. (P. O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres., gen. mgr.; Geo. Walther jr., asst. to pres.; William Walther, vice-pres., wks. mgr.; J. A. Graham, secy., pur. agt.; S. A. Macy, treas.; E. L. Miller, cf. engr.; H. G. Mells, pub. rel. mgr. **Adv. Agcy.**—Kircher, Helton & Collett, Dayton, O.

DAYTON WHEEL PRODUCTS, INC., 300 S. Monroe st., Xenia, O. Wire wheels for passenger and sports cars, center locking knock-off type. Harold Rogge, pres.; Ben Parsons, vice-pres. of engrg.; Robt. Rogge, prod. mgr. **Det. Office**—8800 Grinnell ave.

DEALER SERVICE CO., INC., 4135 Brownsville rd., Pittsburgh 27, Pa. Cus-

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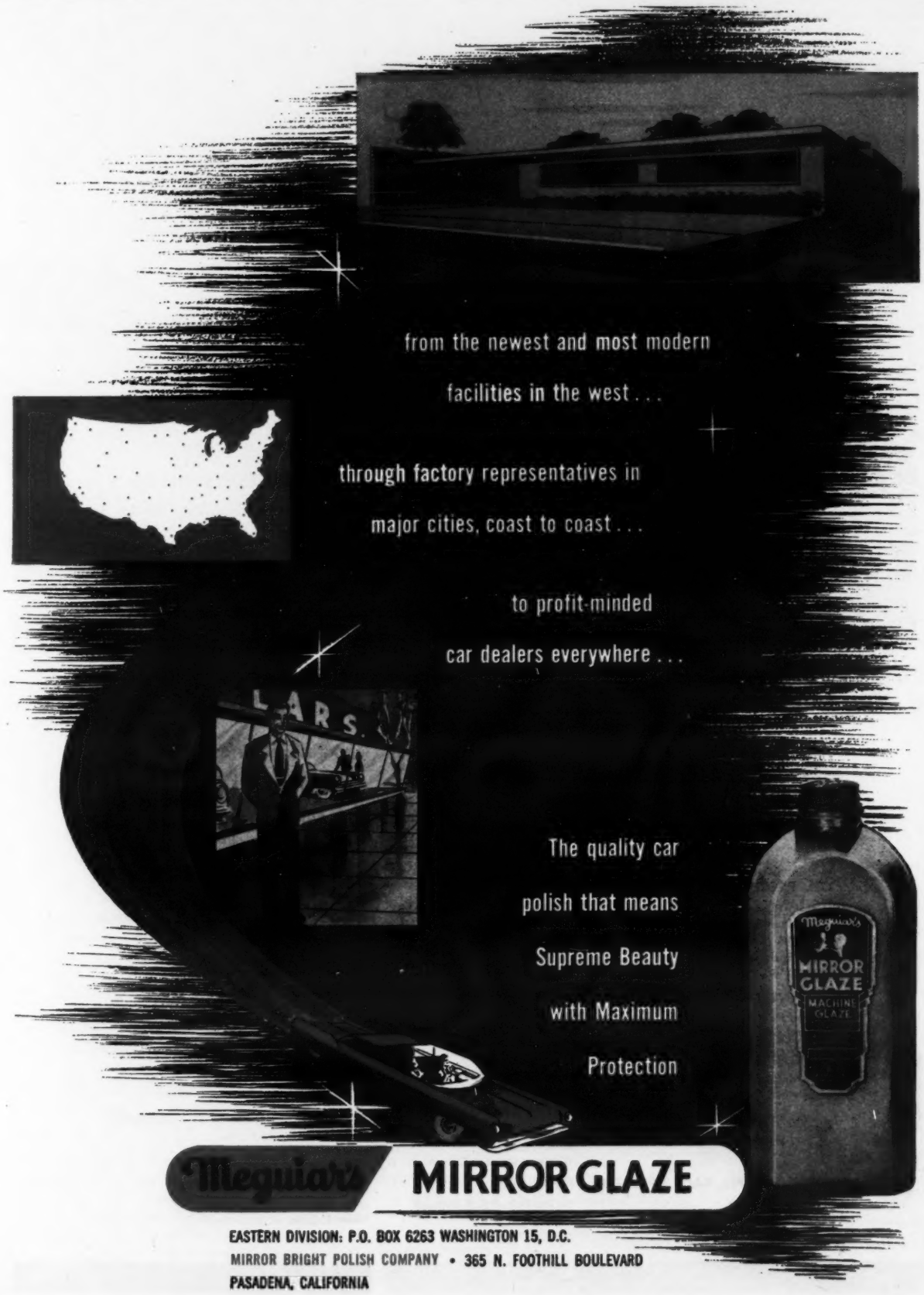

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tom made guaranty program, customer service history program. H. W. Bauer, pres.; K. B. Bauer, secy.-treas.

DEALERS SUPPLY CO., 21820 Wyoming, Detroit 20, Mich. Sales promotion agency, creating items for sale to automobile dealers under factory supervision, such as new car announcements, parts and service promotions. Walter Myers, pres. and gen. mgr.; W. M. George, sales; Frank Donegan, adv. mgr.; Carl F. Mager, pur. agt.

DeBOER & ASSOCIATES, H. O., Box 415, Lombard, Ill. School, adult and transit buses; cabs for mobile crane carriers. H. O. DeBoer, C. K. Mead, partners. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Inc., Detroit. H. J. Detterich, vice-pres.

DeKALB COMMERCIAL BODY CORP., 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, stake bodies, refrigerated bodies. E. E. Miller, pres., treas.; P. J. Nugent, vice-pres., sales mgr.; J. T. Modloff, vice-pres., prod. mgr.; M. T. Miller, secy.; F. B. Terwilliger, asst. secy., asst. treas.; B. J. Sayers, fleet sales mgr.; L. T. Wilkins, pur. agt.; R. G. Knoll, traf. mgr. **Adv. Agcy.**—Connor Associates, Aurora, Ill.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell ave., Rochester 1, N. Y. Fractional h.p. electric motors, automotive heater and defroster motors, autosyn and permanent magnet motors, clutch assemblies for automatic pilots, aircraft parts. Paul H. Rutherford, gen. mgr.; Howard C. Jones, wks. mgr.; Andrew C. Freimann, sales mgr.; H. H. Leonard, equip. sales mgr.; J. R. Williams, sales and adv. prom. mgr.; Richard T. Reddington, serv. mgr.; Henry C. Rohr, cf. engr.; John L. Carmichael, pur. agt.; William P. Blackmon, pub. rel. mgr. **Adv. Agcy.** — Foote, Cone and Belding, Chicago, Ill. E. W. Fish, acct. exec.

DELCO PRODUCTS DIV., General Motors Corp., 329 E. 1st st., Dayton 1, O. Shock absorbers. F. H. Irelan, gen. mgr.; D. R. Matthewson, div. compt.; C. J. Werner, plants mgr.; J. N. Tilbrook, gen. sales mgr.; S. A. Bratten, asst. sales mgr.; adv. mgr.; F. G. Carpenter, serv. mgr.; M. T. Funkhouser, cf. engr.; F. J. O'Donnell, pur. agt.; J. J. O'Connell, traf. mgr.; D. L. Temple, dir. pub. and ind. rel. **Det. Rep.**—J. R. Lakin, Delco Products Div., 8-213 General Motors bldg., Detroit 2. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. S. Charleton, acct. exec.

DELCO RADIO DIV., General Motors Corp., Kokomo, Ind. Radios. R. L. Showalter (compt.) treas.; B. W. Cooper, gen. mgr.; D. S. Allsop, wks. mgr.; K. T. Milne, sales and adv. mgr.; S. W. Archer, serv. mgr.; B. A. Schwarz, cf. engr.; R. Hill jr., pur. agt.; R. O. Bassett, prod. mgr.; Walter M. Wilson, pub. rel. mgr. **Det. Rep.**—H. E. Holliday, 57 E. Harper ave., Detroit 2. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. M. S. Charleton, acct. exec.

DELCO-REMY DIV., General Motors Corp., 2401 Columbus ave., Anderson, Ind. Automotive generators, regulators, cranking motors, ignition coils, ignition distributors, storage batteries, horns, Boden wire controls, various directional signal and control switches for passenger cars, trucks, buses, farm tractors, marine craft, and diesel-powered equipment. Fully waterproofed electrical components for U. S. Ordnance trucks and tanks. H. D. Dawson, gen. mgr.; W. L. McCarthy, wks. mgr.; R. L. Kessler, mfg. mgr.; C. A. Nichols, dir. of mfg. facilities; G. A. Coburn, exec. asst. to gen. mgr.; A. G. Phelps, gen. sales and serv. mgr.; C. H. Toedtmann, dir. of pur. and prod. control; J. H. Bolles, cf. engr.; W. C. Cotton, compt.; H. G. Riggs, cf. inspector; B. L. Stewart, personnel dir.; H. E. Nye, mgr. battery operns. **Det. Off.**—8-217 General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit.

DEL-KROME CORP., Walton, N. Y. Manufacturers of automotive accessories. Herbert Buerger, pres.; W. R. Jones, gen. mgr. Factory representatives — Warren Katz, Atlanta, Ga.; A. Walt Runglin, Los Angeles, Calif.; Sid Pasternak, New York; Ben Feldman, upper New York state; Dean Spiker, Colorado; R. R. Album, Minneapolis, Minn.; Robt. O. Dickey, Kansas City, Mo.; Hyman Smiley, Montreal, Canada; Irving Hencken, Detroit, Mich.; E. L. Crabtree, Dallas, Tex.; Buddy Cobrin & Co., Chicago, Ill.; Phil Meyers Co., Toledo, O.; Fred B. Henderson, Stamford, Conn.

DELMAN CO., 300 New York ave., Des Moines 13, Ia. Windshield washers and special automotive parts for automobile manufacturers. Chuck Bachrach, gen. mgr.; John Langley, opns. mgr.; Len Neufeld, dir. of research and development; Lowell Ohmart, pur. agt.; Robert Anderson, cf. engr. **Det. Rep.**—The Delman Co., 128 Kercheval, Grosse Pointe 36. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich.

DELTA CHEMICAL CO., 682 So. Cox st., Memphis 4, Tenn. White sidewall tire cleaner, steamcleaning compound, powdered car wash, carburetor cleaner, concrete cleaner, heavy duty stripper, radiator compound, vat stripper. Harry Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alec Handleman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn.

DELUXE PRODUCTS CORP., 1313 Lake st., LaPorte, Ind. Oil filters and replacement elements. J. S. Allan, pres.; C. N. Bentley, vice-pres.; C. O. VanVactor, chge. of sales; G. H. Yelinek, cf. engr.; P. C. Newlin, treas.; J. H. Zook, pur. agt.; H. H. Parker, plant mgr.; J. H. Miller, traf. mgr. **Det. Rep.**—T. J. McNaughten, 454 McNaughten rd., Reynoldsburg, O. **Adv. Agcy.**—VanAuken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

DENISON ENGINEERING CO., 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors; special hydraulic equipment. W. C. Denison jr., pres., treas.; F. C. Norris, vice-pres., gen. mgr.; C. A. Hughes, vice-pres., gen. wks. mgr.; N. Denison, secy.; R. H. Kreppo, P. W. Norris, sales mgrs.; M. E. Burton, adv. mgr.; J. F. Booton, serv. mgr.; V. V. Biasutta, cf. engr.; George T. Hays, pur. agt. **Det. Rep.**—A. C. Haberkorn Machinery Co., 412 New Center bldg., Detroit. **Adv. Agcy.**—Wheeler, Kight & Gainey, Inc., Columbus, O.

DENMAN TIRE & RUBBER CO., 52 Vanderbilt ave., New York 17, N. Y. Camelback, rubber products for textile industry. Gene Tunney, chmn. of bd.; Wilson B. McCandless, pres.; Charles R. Little, treas., R. E. Little, secy.; Herbert Dannett, asst. secy.

DeSOTO DIV., Chrysler Corp., 6000 Wyoming ave., Detroit 31, Mich. Passenger cars. L. I. Woolson, pres.; J. B. Wagstaff, vice-pres. in chge. of sales; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; J. L. Wichert, dir. of adv.; F. L. Bird, operating mgr.; A. E. Kimberly, cf. engr.; P. Herpolsheimer jr., sales mgr., western div.; A. B. Nielsen, sales mgr., eastern div.; C. R. Lautz, factory mgr., Wyoming plant; E. W. Brown, dir. of distribution; R. W. Utley, dir. of serv.; R. M. Rowland, dir. of merch.; C. G. Mix, used car mdse. mgr.; R. S. Dunsmore, dealer oprns. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, New York and Detroit. Robert E. Anderson, acct. exec.

DETREX CORP., 14331 Woodrow Wilson, Mail: Box 501, Detroit 32, Mich. Degreasers, ultra sonic cleaning, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines; phosphate coating processes for rust proofing paint bond and extrusion. R. A. Emmett sr., chmn. of bd.; A. O. Thalacker, pres.; C. F. Dinley sr., vice-pres., research; W. McCracken, tech. dir.; E. W. Allison, secy.-treas.; R. A. Emmett, factory mgr.; G. Kolar, factory supt.; L. Camel, sales mgr., Alhali-phosphate products; D. E. Williard, sales mgr., machinery and solvents; W. F. Newbery, dir. of sales; H. R. Norgren, sales mgr., dry-cleaning div.; A. W. Stoddard, dir. of pub. rel. and adv.; G. W. Walter, dir. tech. pubs.; H. Tweedy, serv. mgr.; T. J. Kearney, cf. engr.; W. G. Smith, pur. agt.; L. Straley, traf. mgr. **Det. Rep.**—J. P. Emmett, P. O. Box 501, Detroit 32. **Adv. Agcy.**—C. M. Gray & Assoc., Detroit. R. Kilgore, acct. exec. **Publicity Agcy.**—R. Conroy & Assoc., Detroit. R. Conroy, acct. exec.

DETROIT AUTOMOTIVE PRODUCTS CORP., 8701 Grinnell ave., Detroit 13, Mich. Thornton four-rear-wheel drives, NoSPIN differentials, Super Load-Booster third axles (pucher type), truck equipment. S. F. Baker, pres., gen. mgr.; V. L. Anderson, vice-pres., secy.-treas.; Albert F. Myers, cf. engr.; R. Dickson, pur. agt.; A. Hesla, plant supt. **Adv. Agcy.** — Dudgeon, Taylor and Bruske. Harry Detterich, acct. exec.

DETROIT GASKET & MFG. CO., 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, Walter E. Ritter, Lloyd H. Diehl jr., vice-presidents; Edward W. Diehl, secy.-treas.; Russell A. Blanchard, sales adv. and sales prom. mgr.; Charles H. Strauss, pur. agt.; Herman O. Baehr, wks. mgr. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich.

DETROIT GEAR DIV., Borg-Warner Corp., 12345 Kercheval ave., Detroit 14, Mich. Automatic transmissions for cars, trucks and buses; truck, tractor and bus transmissions; tractor axles and hydraulic pumps; gears, spline shafts and precision parts for cars, trucks, tractors and commercial vehicles. T. J. Ault, gen. mgr.; H. H. Whittingham, vice-pres.; A. H. Schmal, cf. engr.; R. W. Walters, secy.-treas.; Earl Lowe, factory mgr.; J. B. Bragaw, asst. sales mgr.; H. A. Jewell, dir. of pur.

DETROIT GRILLE MFG. CO., 258 E. Vernor, Detroit 1, Mich. Replacement automobile parts, accessories, radiator grilles, trimming, stampings, custom grilles. Samuel Gurwin, pres.; Karol Jakubiszyn, vice-pres.; Stephen Lamprecht, secy.; Chet Sanders, wks. mgr.; Samuel Gurwin, sales mgr.

DETROIT HARVESTER CO., 2750 Guardian bldg., Detroit 26, Mich. Window regulators, channels, automobile hardware, hydraulic window, seat and top controls, convertible top frame assemblies, power take-offs, farm mowers, highway mowers, hay rakes, miscellaneous machined parts, aircraft parts and hydraulic pumps, machinery circulating pumps, power lawn mowers. H. L. Pierson, chmn. of bd.; J. T. Smith, pres.; B. Conway, exec. vice-pres.; J. B. Ellsworth, vice-pres.; J. T. Gallatin, vice-pres.; J. R. Donahue, secy.; A. T. Joldersma, treas.; R. H. Ryan, compt.; J. J. Brooks, mgr. of Implement div., Zanesville, O.; R. Boyd, pur. agt., Implement div.; R. Hohman, mgr. of Dura div., Toledo, O.; H. E. MacKinnon, pur. agt., Dura div.; C. H. Kuschel, mgr. of Motor State Products div., Ypsilanti, Mich.; J. Farris, pur. agt., Motor State Products div.; J. P. Pedersen, mgr. of Warner div., Detroit; W. Rand, pur. agt., Warner div.; J. Bryan, plant mgr. of Detroit div.; B. Griggs, pur. agt., Detroit div.; H. T. Pittman, plant mgr. of Paris Products div., Paris, Ky.; A. Wilson, pur. agt., Paris Products div.; J. S. Slick, plant mgr. of Mote-Mower, Subsidiary, Richmond, Ind.; C. W. Senkvell, pur. agt., Motor-Mower, Subsidiary; W. H. Frost, pur. agt. of Pioneer Pump div., Paris, Ky.

DETROIT HOIST & MACHINE CO., 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; tractors, monorail and turntable. F. J. Martin, pres.; A. S. Watson, exec. vice-pres., sales mgr.; R. W. Fleming, vice-pres.; T. R. Fleming, treas.; B. A. Hinman, secy.; V. A. Fulton, asst. sales mgr.; S. E. Schneider, adv. mgr.; J. Kolasa, pur. agt. **Adv. Agcy.**—S. E. Schneider, Detroit, Mich.

DETROIT MASTER PROD. CO., 16490 Woodward, Detroit 3. Automotive body hardware. Louis B. Dizik, pres.; B. L. Dizik, secy.-treas.

DETROIT STAMPING CO., 350 Midland ave., Detroit 3, Mich. Medium heavy and smaller stampings, multi slide production, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas., gen. sales and adv. mgr.; Geo. M. Trudeau, asst. mgr.; H. G. Roberts, secy.; Harry C. Robeson, wks. mgr.; George Bentley, sales mgr. (stampings); Wm. H. Roberts, mgr. (finished products div.); Frank Trippensee, compt. **Adv. Agcy.**—Fred P. Bingham's Technical Advertising, Detroit, Mich.

DETROIT STEEL PRODUCTS CO., 2250 E. Grand blvd., Detroit 11, Mich.

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Rockwell

Spring and Axle Company

CORAOPOLIS, PENNSYLVANIA

RESEARCH LABORATORY
Standard Steel Spring Division
Coraopolis, Pa.

SEATING RESEARCH LABORATORY
Standard Steel Spring Division
Detroit, Mich.

DISTRICT OFFICES
1217 Fisher Bldg., Detroit, Mich.
1339 Peoples Gas Bldg., Chicago, Ill.

Fully equipped to meet all requirements of industry for:

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Coraopolis, Pa.
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UNIVERSAL JOINTS
Blood Bros. Division
Allegan, Mich.

COIL, PRECISION AND MECHANICAL SPRINGS
Muehlhausen Spring Division
Logansport, Ind.
Chelsea Spring Division
Chelsea, Mich.

OPEN STEEL FLOOR GRATING
Standard Steel Spring Division
Gary, Ind.

CORRONIZING
Standard Steel Spring Division
Coraopolis, Pa.

ARMOR PLATE
Standard Steel Spring Division
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SEAT CUSHIONS, BACK SPRINGS
Falls Spring Division
Detroit, Mich.
Great Lakes Spring Division
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Los Angeles, Calif.
Trenton, N. J.

FLAT LEAF SPRINGS
Standard Steel Spring Division
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New Castle, Pa.

TUBULAR SEAT FRAMES
Falls Spring Division
Detroit, Mich.
Great Lakes Spring Division
Chicago, Ill.

TUBULAR PRODUCTS
Falls Spring Division
Detroit, Mich.

ORDNANCE
Fox Valley Division
Batavia, Ill.

AXLES AND GEARS
Timken-Detroit Axle Division
Detroit, Mich.
Windsor, Ontario, Canada

FORGINGS
Timken-Detroit Axle Division
Detroit, Mich.

AXLES, GEARS AND TRANSMISSIONS
Timken-Detroit Axle Division
Oshkosh, Wisconsin

OIL AND GAS HEATING EQUIPMENT
Timken Silent Automatic Division
Jackson, Michigan
Toronto, Ontario, Canada

LIGHT AND HEAVY STAMPINGS.
OIL AND GAS HEATING EQUIPMENT
Bossert Division
Utica, N. Y.

BRAKE PARTS—BRAKE ASSEMBLIES
Timken-Detroit Brake Division
Ashtabula, Ohio

TRAILER AXLES, BRAKES
Timken-Detroit Axle Division
Kenton, Ohio

AXLES, FORGINGS AND HOUSINGS
Bossert New Castle Division
New Castle, Pa.

AXLES AND BOGIE UNITS
Ohio Axle and Gear Division
Newark, Ohio

Who's Who in Auto Industry

(Continued from Page 192)

Springs, steel windows, doors, building panels, garage doors. H. D. Palmer, pres.; D. S. Burnett, sales mgr. (spring div.); J. L. Searle, engr. (spring div.); W. T. Huddle, adv. mgr.; B. W. Rismann, pur. agt. **Adv. Agcy.**—Behr Advertising Agency, Detroit, Mich. K. G. Behr, acct. exec.

DETROIT SURFACING MACHINE CO., 1333 East Eight Mile rd., Detroit 20, Mich. Finisher, electric and pneumatic sanders. Frank D. Nunemaker, pres., gen. mgr., adv. mgr.; Don Evaul, vice-pres.; Dave R. Wickes, secy., wks. mgr., sales mgr.; G. Snyder, treas.; Frank D. Pease, serv. mgr.; Roy N. Sharp, pur. agt. **Adv. Agcy.**—Forrest Miller, 7338 Woodward, Detroit 2, Mich.

DE VILBISS CO., 300 Phillips ave., Toledo 1, O. Air compressors, spray guns, spray painting systems, spray booths, rubber hose (for air, water, solvents and paint), exhaust systems, flocking equipment. Howard DeVilbiss, pres.; R. L. Morrison, exec. vice-pres.; H. M. Kidd, vice-pres., chge. of sales; J. M. Robinson, vice-pres. chge. of finance; W. A. Delger, vice-pres., chge. of mfg.; D. J. Peeps, vice-pres., chge. of engrg.; E. F. Frey, dir. of sales prom. and adv.; H. A. Lange, adv. mgr.; E. J. Etzel, pur. agt. **Det. Rep.**—H. C. Cunningham, 111 Oakman blvd., Detroit 3. **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Inc., 8469 E. Jefferson, Detroit 14, Mich. Jack Williams, acct. exec.

DIAMOND T MOTOR CAR CO., 4401 W. 26th st., Chicago, Ill. Motor trucks. E. J. Bush, pres., treas., gen. mgr.; C. A. Peirce, exec. vice-pres.; J. F. Danielson, secy.; T. J. Lopatka, works mgr. and personnel mgr.; Z. C. R. Hansen, vice-pres., dir. of sales; J. L. Krickl, sales mgr.; T. C. Huxley jr., vice-pres., western sales mgr.; J. L. Teach, eastern sales mgr.; W. S. Baldwin, adv. mgr.; H. MacEvoy, serv. mgr.; R. C. Wallace, exec. engr.; H. C. Emberson, vice-pres., dir. of pur.; W. A. Breinig, M. Egeland, assts. **Adv. Agcy.** — Griswold-Eshleman Co., Cleveland, O. Robert Baumgardner, acct. exec.

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; R. W. Lindsay, vice-pres.; E. A. Dreves, secy.; E. W. Farmer, treas. and wks. mgr.

DIEBOLD, INC., 818 Mulberry rd., S. E., Canton 2, O. Rotary filing systems, vertical-visible files, visible binders, safes, vault doors, chests, microfilm equipment. D. A. Maggin, chmn. of bd.; G. H. Bockius, chmn. exec. comm.; R. C. Koontz, pres. and treas.; Ralph Holt, wks. mgr.; L. E. Souers, secy.; G. Johnson, prod. mgr.; A. W. Jackson, bank sales; W. K. Wilson, systems sales; J. J. Gutheinz, systems products sales mgr.; D. M. O'Connell, serv. mgr.; John Paca, cf. engr.; C. A. Brogden, pur. agt.; G. B. Young, acting adv. and sales prom. mgr. **Adv. Agcy.**—Jay H. Maish Co., Marion, O.

DIETERICH PRODUCTS CORP., Michigan City, Ind. Outside sun shade for automobiles, automobile stabilizer and wire-wheel embellishers. R. E. Dieterich, pres.; F. A. Werstein, vice-pres., treas.; J. M. Warnimont, sales mgr. **Det. Rep.**—R. H. Haynes, 2711 E. Jefferson ave., Detroit, Mich.

DIETZ CO., R. E., 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads; stop and tail lights; parking lights; spotlights. John S. Dietz, sales mgr.; C. F. Marchant, pur. agt. **Adv. Agcy.** — Humbert & Jones, 238 E. 45th st., New York, N. Y.

DILL MANUFACTURING CO., 700 East 82 st., Cleveland 3, O. Tire valves, valve parts, associated items, electric tube repair, vulcanizer and patches. A. P. Williamson, pres., treas.; E. F. Tobold, vice-pres.; B. S. Byall, secy., sales mgr.; C. A. Schlieker, wks. mgr.; H. W. Baker, asst. sales; L. S. Petrovich, adv. mgr.; R. Boyer, cf. engr.; C. W. Bonifield, pur. agt., traf. mgr. **Adv. Agcy.**—McDaniel-Fisher-Spelman, Akron, O. A. C. Fisher, acct. exec.

DILLON ELECTRIC CO., 1712 11th st., N. E., Canton 5, O. Man cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

DINSMORE INSTRUMENT CO., Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, coat and special compasses. C. B. Dinsmore, pres.; R. C. Dinsmore, vice-pres. and gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, 5057 Woodward ave., Detroit 2. Bill Spinning, acct. exec.

DITTMER GEAR & MFG. CORP., 193-215 Grand st., Lockport, N. Y. Gears, shafts, machined hubs and flanges for automotive transmissions, pumps, etc. A. H. Dittmer sr., pres., gen. mgr.; F. B. Williams, vice-pres.; R. E. Hyatt, secy.; A. H. Dittmer jr., treas.; Frank Serdensky, wks. mgr.; H. M. LaForest, production mgr.; Frank Reinhart, engr.; Jack Ryan, serv. mgr.; A. McGovern, pur. agt.

DITZLER COLOR DIV., Pittsburgh Plate Glass Co., 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, enamels, undercoatings, thinners, etc. H. H. Hill, div. dir.; E. D. Kress, ind. sales mgr.; E. H. Heaton, asst. to ind. sales mgr.; V. G. Schwenke, acct. exec.; E. G. Knox, acct. exec.; Neil A. Fleming, distrib. sales mgr.; Neil W. Vogt, R. L. Smith, asst. distrib. sales mgrs.; L. S. McNally, distrib. serv. mgr.; L. R. Vivian, sales prom. mgr.; B. J. Smith, plant engr.; W. H. Jones, pur. agt.; J. H. LaFrance, traf. and whse. mgr.; Marjorie Williams, asst. traf. mgr. **Adv. Agcy.** — Maxon, Inc., Detroit, Mich. P. A. Revelt, acct. exec.

DIVCO CORP., 22000 Hoover rd., Detroit 5, Mich. Door-to-door delivery vehicles. Frank R. Fageol, chmn. of bd.; Ray A. Long, pres. and gen. mgr.; Roy H. Sjoberg, vice-pres., dir. of sales; John E. Dee, sales mgr.; James H. Spencer, secy.; Robt. Robillard, treas.; G. E. Muma, vice-pres. in chge. of production; Frank J. Messing jr., vice-pres. in chge. of serv.; Ray Chapman, cf. engr.; C. R. Tetzlaff, pur. agt.; R. K. MacDonald, asst.; Harold C. Ellis, traf. mgr. **Adv. Agcy.**—Frederick M. Lawrence, Detroit, Mich.

DIXIE MACHINE TOOL, Box 66, Cincinnati 30, O. Brake drum lathes and brake service equipment. P. J. Parker, gen. mgr.; D. G. Parker, sales mgr. **Det. Rep.**—Boomer & London, 4130 Towerline rd., Bridgeport, Mich. **Adv. Agcy.**—Associated Advertising Agency, Inc., Cincinnati, O. George Service, acct. exec.

DIXIE TALLYHO, INC., Fairburn, Ga. Truck canopies, seating devices, tire changing apparatus. Alfred T. Pitman, pres.; Y. H. Longino, vice-pres.; Grace P. Dorris, secy.-treas. **Adv. Agcy.**—Crawford and Porter, Atlanta, Ga.

DIXON CRUCIBLE CO., JOSEPH, 167 Wayne st., Jersey City 3, N. J. Lubricating graphite, graphited grease, lube and penetrating oil. E. M. Cabaniss, pres.; F. G. Atkinson, vice-pres.; J. P. Templeton, secy.; Warren Zimmer, wks. mgr.; H. E. Ehlers, ind. sales mgr.; J. J. Leckie, adv. mgr.; C. R. Tighe, asst.; H. Goecker, pur. agt.; F. Jones, traf. mgr.; H. B. Van Dorn, vice-pres. and pub. rel. mgr. **Det. Rep.**—C. J. Elston, P. O. Box 116, College Park Station. **Adv. Agcy.** — Franklin Fader Co., Newark, N. J. F. Fader, acct. exec.

DOAN MFG. CORP., 1761 London rd., Cleveland 12. Floor mats, motor mounts, pedal pads, splash guards, bushings and grommets, sponge rubber weatherstrip. I. A. Kravitz, pres.; T. C. Kravitz, vice-pres.; A. E. Kravitz, treas.; W. S. Lepene, sales mgr.; Albert Herschman, adv. mgr., sales prom. mgr.; Irving Sustin, asst.; Edward Gurney, traf. mgr. **Det. Rep.** — Grantello Sales Co., Fort Shelby hotel. **Adv. Agcy.** — Wm. Glazer, Adv. Agcy., Cleveland.

DOBIE CO., THE, Plants: 1312 Ontario st., Cleveland, O.; 217 S. Monroe st., Monroe, Mich. Dealer sales and service promotion programs, car owner follow-up systems, direct mail advertising, record forms and stationery, point-of-sale aids, prospecting systems for sales follow-up. General Management — Cleveland: George N. Dobie; Monroe: Edward R. Dobie, Irene Brown, pub. rel.; A. L. Johnson, N. Central Ohio district mgr.; K. C. Munson, N. Western Ohio district mgr.; Louis Melito, Cleveland plant mgr.; Owen Griffin, Monroe plant mgr.; T. Q. Washabaugh, Pittsburgh district serv. mgr.; J. T. Fuqua, Detroit district serv. mgr. **Det. Rep.**—The Dobie Co., 7410 Woodward ave. Sales Offices: Detroit, Toledo and Pittsburgh, Pa.

DOCKSON CORP., 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres., gen. mgr.; J. F. McDevitt, treas.; R. J. Nelson, wks. mgr.; C. W. Piggott, vice-pres., pur. agt. **Det. Rep.** — Howard Williams. **Adv. Agcy.**—F. B. Hubert Co., Detroit, Mich.

DODGE DIV., Chrysler Corp., 7900 Joseph Campau ave., Detroit 31, Mich. Passenger cars, trucks, military vehicles, aircraft propellers and other military equipment. W. C. Newberg, vice-pres., Chrysler Corp., and pres., Dodge Div.; F. J. Lamborn, vice-pres. and gen. mgr.; L. J. Purdy, vice-pres. and gen. mgr.—trucks; Nicholas Kelley jr., vice-pres.; R. C. Somerville, vice-pres., chge. sales; H. A. Davies, treas.; K. M. Eyestone, secy.; F. C. Martin, compt.; O. W. Franke, oprns. mgr.—passenger cars; K. C. Deacon, oprns. mgr.—trucks; M. C. Patterson, gen. wks. mgr. — passenger cars; L. F. Desmond, gen. sales mgr.—passenger cars; W. S. Woolsey, gen. sales mgr.—trucks; E. H. Rice, dir. fld. oprns.—trucks; J. W. Minor, dir. adv. and mdse.—passenger cars; D. T. Stanton, sales supr.—passenger cars; C. A. Templeton, asst. sales mgr. — passenger cars; E. P. Letscher, asst. sales mgr.—passenger cars; Bert Carter, asst. sales mgr. — passenger cars; G. A. Orphal, metro. mkt. coordinator — trucks; Ray Ayer, mdse. mgr.—passenger cars; B. B. Settle, dir. of serv. — passenger cars; Walter Scott, dir. of serv.—trucks; A. E. Horne, adv. mgr.—passenger cars; W. L. Kessinger, adv. mgr.—trucks; B. W. Bogan, cf. engr.—passenger cars; E. J. McPhee, Dodge truck plant mgr.; A. L. Gostow, Dodge forge plant mgr.; R. H. Dungan, Dodge Newcastle plant factory mgr.; F. E. Parker, Dodge Kokomo plant factory mgr.; G. T. Johnson, Dodge San Leandro plant gen. mgr.; O. T. Hamby, Nine Mile Press Plant gen. wks. mgr.; J. M. Hutchinson, spec. asmt. Nine Mile engine dept.; R. S. Bright, Indianapolis plant gen. mgr.; J. E. Brennan, Jet Engine plant gen. mgr.; E. A. Peterson, Winfield plant supt. **Adv. Agcy.**—Passenger cars: Grant Advertising, Inc., Chicago and Detroit, Sheldon Moyer, acct. exec.; Trucks: Ross Roy, Inc., 2751 E. Jefferson ave., Detroit. John L. Thornhill, acct. exec.

DOEHLER-JARVIS, Div. of National Lead Co., Smead ave., Toledo 1, O. Die Castings. F. J. Koegler, gen. mgr.; E. R. Zabriskie, sales mgr.; H. G. Meyer, asst. sales; E. F. Brissie, adv. mgr.; A. F. Bauer, cf. engr.; C. F. Stein, pur. agt.; E. F. Brissie, pub. rel. mgr. **Det. Rep.**—

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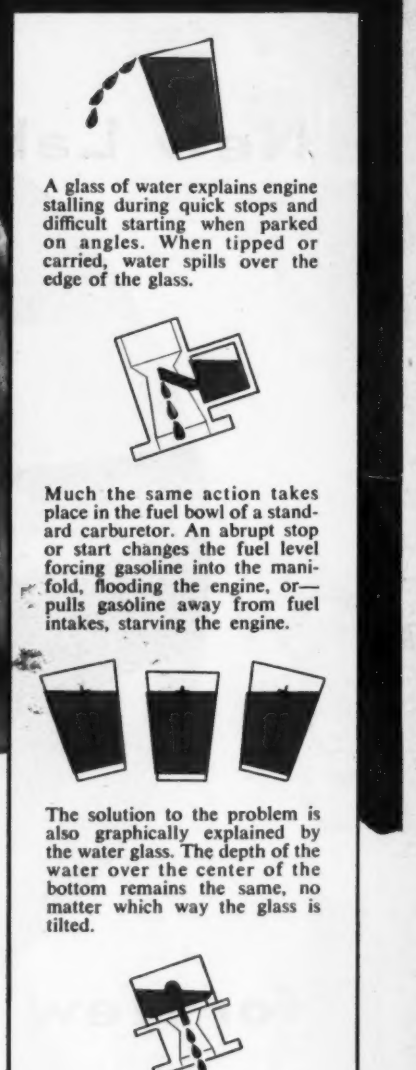

A Glass of Water Explains How Holley Engineers Took the Stalling Out of Sudden Stops

The simple thing you've seen a hundred times—a full glass of water spilling over the sides when carried—explains the reason for a common driving annoyance. Abrupt stops and fast starts frequently cause engines to miss or stall. The reason: the same spilling action in a glass of water occurs in ordinary carburetors with off-set fuel bowls. Abrupt stops and starts pull gasoline away from fuel intakes, starving the engine, or spill quantities of gas into the manifold, flooding the engine.

Holley, working closely with automotive engineers, designed the first concentric type carburetor. Again, the basic theory comes from a glass of water. The depth of the water over the center of the bottom of the glass will remain the same even when the glass is tilted at extreme angles. Thus, by locating all fuel intakes at the center line of the fuel bowl, the engine is always assured of the proper amount of gasoline during fast stops, fast starts, on sharp turns, or when starting on a steep grade. Similarly, the location of the fuel intakes close to the venturi in the Holley off-set bowl carburetor has reduced this driving annoyance on volume cars.

Holley's proven experience in designing increasingly efficient carburetors to meet the requirements of modern engines has produced a record of "firsts" unmatched in the industry. So—if you're wondering how to do a job of fuel metering better and more efficiently, call Holley's Carburetor Engineers. Let them listen, test, recommend and design.

HOLLEY Carburetor Co.
VAN DYKE, MICHIGAN

WORKING WITH AUTOMOTIVE ENGINEERS TO INCREASE STANDARDS OF PERFORMANCE AND ECONOMY FOR MORE THAN HALF A CENTURY

Who's Who in Auto Industry

(Continued from Page 193)

J. Ruffin. **Adv. Agcy.**—Marschalk and Pratt, New York.

DOLE VALVE CO., 1901-1941 Carroll ave., Chicago 12, Ill. Tube couplings and fittings for gas and oil lines; brass parts to order; thermostats for motor temperature control. John L. Dole, pres.; T. B. Chace, vice-pres.; R. M. Ellis, vice-pres., sales; Stuart G. Phillips, asst. vice-pres., adv. and sales prom. mgr.; A. C. Goodrich, secy.; Robt. J. Pringle, treas.; J. J. Goodwillie, asst. vice-pres.; J. K. Lund, asst. vice-pres.; Cyril Grindrod, vice-pres. and wks. mgr.; E. C. Curtiss, div. sales mgr.; L. Jones, pur. agt. **Det. Rep.**—Elmer Skowbo, c/o Dole Valve Co., Detroit. **Adv. Agcy.**—Walther Buchen & Co. H. Tymick, acct. exec.

DOLPHIN PAINT & VARNISH CO., 922 Locust st., Toledo 3, O. Glass bedding compounds, roof and drain trough sealers, spot welding sealers, air and dust sealers, windshield sealers, waterproofing compounds. C. W. Blum, pres., gen. mgr. and pur. agt.; M. W. Winkle, vice-pres., sales and adv. mgr.; L. E. Cornes, secy.-treas.; P. McClelland, wks. mgr. and cf. engr.; B. J. Steger, asst. sales mgr.; J. Lohmeyer, asst. pur. agt.; Wilbur Williams, traf. mgr. **Det. Rep.**—Overmyer Trimming Mat'l Co. 16666 James Couzens hwy., Detroit. **Adv. Agcy.**—Wendt Advertising Agency, Toledo, O. H. A. Wendt, acct. exec.

DO-RAY LAMP CO., INC., 1458-68 S. Michigan ave., Chicago 5, Ill. Stop, backup, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, oil and electric flares, reflex reflectors, truck mirrors. S. M. Dover, pres., treas., gen. and sales mgr.; E. J. Rothman, vice-pres.; M. Levenberg, secy. and traf. mgr.; C. Augenstein, wks. mgr.; H. R. Dover, asst. sales mgr.; C. Kruger, pur. agt.; Roy W. Johnson, cf. engr. **Det. Rep.**—H. D. Weiss, 2457 Woodward ave. **Adv. Agcy.**—A. D. Schyman, Chicago.

DORMAN PRODUCTS, INC., Court and Sycamore sts., Cincinnati 2, O. Clutch parts, star washers, expansion plugs, studs, springs, cap screws, nuts, bolts. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sales mgr.

DORSEY TRAILERS, INC., Elba, Ala. Vans (including refrigerators, produce, livestock, grain, furniture), stake and platform trailers, pole trailers, machinery trailers, stump pullers, skidders. C. E. Dorsey jr., pres.; J. V. Wright, vice-pres.; Katherine Dorsey, secy.-treas.; R. A. Sewell, operations mgr.; Horton Fick, sales and adv. mgr.; Mayo Prescott, serv. mgr.; N. M. Norman, cf. engr. **Det. Reps.**—J. Alton Williams, Trussville, Ala.; G. W. Kelley, Augusta, Ga.; A. R. Reece, Ft. Worth, Tex.; J. Paul Gray, York, Pa.; R. J. Turner, South Bend, Ind.; J. C. Jackson, New York, N. Y. **Adv. Agcy.**—Morris Timbes, Inc., 220 St. Michael st., Mobile, Ala.

DOUGLAS CO., THE, 620 12th ave., S., Minneapolis 4. License frames, emblems, chrome insignia. C. T. Skanss, pres.; S. M. Olson, vice-pres., sales mgr. **Adv. Agcy.**—Revere Advertising, Minneapolis.

DOUGLAS & LOMASON CO., 5836 Lincoln ave., Detroit 8, Mich. Grilles, tubular products, seat frames, rolled sections, special stampings, garnish mouldings, glass channels, gravel shields, ash trays. W. K. Lomason, pres., gen. mgr.; T. S. Hough, vice-pres., sales mgr.; C. J. Beck, secy.; C. W. Finnimore, treas.; W. A. Wisckol, wks. mgr.; H. W. Finzel, cf. engr.; R. F. McDonald, pur. agt.

DOUGLAS MFG. DIV. KINGSTON PRODUCTS CORP., Bronson, Mich. Automotive electrical parts; switches and sockets; junction blocks; wire terminals; turn signals, ignition, headlight and foot switches; special electrical parts for original equipment. Paul Johnson, pres.; L. W. Penniman, exec. vice-pres.; Harold Irick, secy.-treas.; W. C. Whorley, vice-pres., gen. mgr.; T. W. Drury, sales, adv. and sales prom. mgr.; Nelson Weber, cf. engr.

DOW CORNING CORP., Midland, Mich. Silicone rubber (Silastic), fluids, oils, greases, resins, varnishes, compounds, mold release agents, adhesives, defoaming compounds and emulsions, water repellents for textiles and masonry and silicon chemicals. Dr. E. C. Sullivan, pres.; Dr. W. R. Collings, vice-pres., gen. mgr.; Dr. S. L. Bass, asst. gen. mgr.; Dr. E. C. Britton, secy.; C. D. LaFollette, treas.; O. D. Blessing, sales mgr.; C. E. Sanford, asst. sales mgr.; L. S. Putnam, adv. mgr.; R. W. Caldwell, cf. engr.; D. Coultrip, pur. agt.; F. Cleverdon, traf. mgr. **Adv. Agcy.**—Don Wagnitz Advertising, Midland, Mich.

DOW FURNACE CO., 12045 Woodbine ave., Detroit 28, Mich. Manufacturers of mechanized batch type controlled atmosphere heat treating furnaces, tempering furnaces and wash machines. D. B. Dow, pres. and treas.; L. Cosner, exec. vice-pres. and gen. mgr.; D. L. Wertz, vice-pres., sales; F. E. Harris, vice-pres., engrg.; J. J. Marshall, secy.; E. J. Balluff, asst. secy.; Alan T. Holman, metallurgist; James N. Erle jr., sales office mgr.; R. McCall cf. engr. and mfg. mgr.; H. G. Wille, serv. and installation mgr. **Adv. Agcy.**—F. B. Hubert Advertising Counselors, Detroit 11, Mich. F. B. Hubert, acct. exec.

DOYLE VACUUM CLEANER CO., 225 Stevens st., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres., treas.; Dewey I. Doyle jr., vice-pres., gen. sales mgr.; Walter B. Fitzgerald, asst. sales mgr.; Gordon H. Platts, sales prom. mgr.; B. I. Braunschneider, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. G. D. Richter, acct. exec.

DREW & CO., INC., E. F., 15 E. 26th st., New York 10. Cooling system cleanser, cooling system stop leak, rust inhibitor and water pump lubricant, liquid and powder car washing compounds, grease removers for soak tank or spray washing, internal and external engine cleaners and decarbonizers, hydraulic brake fluids, rubber lubricants, steam cleaning compounds, floor cleaners, alkaline soak tank cleaners, cutting oils, paint strippers, paint spray booth compounds, electrolytic cleaners. Ernest F. Drew, pres.; H. G. Bissinger sr., vice-pres.; Robert Dadd, treas.; John Haugen, asst. treas.; S. J. Loewenstein, secy.; Lee H. Smith, gen. sales mgr. automotive division; G. H. Schaible, prod. mgr.; S. H. Fellows, pur. agt.; W. S. Devine, traf. mgr. **Det. Rep.**—A. M. Grant, Hotel Tuller, Detroit. **Adv. Agcy.** — Aitkin-Kynett Co., 1400 So. Penn sq., Philadelphia, Pa.

DRUGE BROS. MFG. CO., 888 92nd ave., Oakland 3, Calif. Air gauges, radiator fillers, blow guns, brake fluid guns, quick couplers, hand gauges. Dan O. Druge, pres.; Per E. Druge, vice-pres.; F. Merle Kirkland, secy.; Milan T. Fell, asst. gen. mgr.; Harry Johnston, sales mgr.; M. E. Steward, asst. gen. sales mgr.

DRY CLIME LAMP CORP., Greensburg, Ind. Infrared paint baking equipment. M. N. Kanouse, pres.; L. E. Kanouse, vice-pres. **Adv. Agcy.**—Tevie Jacobs Advertising, Morris Plan bldg., Indianapolis.

DRYDEN RUBBER DIV., Sheller Mfg. Corp., 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical goods, sponge rubber goods, rubber and metal adhesion goods, hard rubber goods, heels and soles, friction and rubber tape. O. G. Vinnedge, vice-pres., gen. mgr.; H. C. Sommer, sales mgr.; P. E. Young, cf. engr.; J. Groot, pur. agt. **Det. Rep.**—I. W. Robertson, H. P. Bemis, D. F. Canham and A. C. Spierling, 8-158 General Motors bldg.

DUNLOP TIRE AND RUBBER CORP., Buffalo 7, N. Y. Tires and tubes for automobiles, buses, trucks and tractors; latex foam rubber products. G. E. Beharrell, chmn. of bd.; D. B. Collett, vice chmn. of bd. and acting pres.; E. B. Germain, pres.; G. H. Crawford, exec. vice-pres. and treas.; H. E. Elden, vice-pres. mfg. research and development; Girard Hammond, vice-pres., Private Brand Tire sales; Vincent Richards, vice-pres., sports department; H. F. Van Valkenburgh, vice-pres., pur.; J. F. McCann, secy.; L. D. Hartford, sales mgr. (tires); A. B. Howe, sales mgr. (latex foam rubber products); Robert E. Kinnen, adv. mgr.; C. S. McChesney, acting cf. engr.; U. C. Fischer, traf. mgr. **Adv. Agcy.**—Landsheft & Barber, Inc., Liberty Bank bldg., Buffalo, N. Y.

DUPLEX TRUCK CO., 830 E. Hazel st., Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. A. Langenbacher, pres., treas.; A. C. Pratt, vice-pres., gen. mgr.; H. L. Walker, vice-pres. in chge. of sales; E. J. Frey, secy.; Glen P. Shaw, serv. mgr.; J. J. Schramek, mech. engr.; G. L. Hagren, elec. engr.; Edward Smith, pur. agt.

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color pigmented car polish, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, Dupli-Color air sander, krome-fix, carfix, scratch-master magic brush touch-up. Sigmund E. Edelstone, pres.; W. V. Dunlop, gen. sales mgr.; A. A. Copeland, sales mgr. scratch-master div. **Det. Rep.**—Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.** — Burlingame-Grosaman, Chicago, Ill.

DU PONT DE NEMOURS & CO., E. I., INC., Finishes Div., Wilmington 98, Del. Lacquers, enamels, a complete line of finishes for use by automotive manufacturers and refinishers. Crawford H. Greenewalt, pres.; E. S. Nickerson, gen. mgr. fabrics and finishes dept.; H. R. Lounsbury, dir. of sales (finishes div.); R. R. Allen, sales mgr. (refinish sales); S. L. Johnston, sales development mgr. (adv.); L. M. Davis, asst. sales development mgr. (adv.). **Det. Rep.**—R. C. Williams (Sales Mgr. Auto Mfrs. Sales), General Motors Bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. C. E. T. Scharps, acct. exec.

DU PONT DE NEMOURS & CO., E. I., INC., Polychemicals Dept., Wilmington 98, Del. Plants at Arlington, N. J.; Washington, W. Va.; Belle, W. Va.; Victoria, Tex., and Orange, Tex. "Lucite" acrylic resin, nylon, nylon molding powder, "Alathon" polyethylene resin, "Teflon" tetrafluorethylene resin, "Butacite" polyvinyl butyral, resin safety-glass interlayer, "Zerone" and "Zerex" antifreezes. E. D. Ries, gen. mgr.; E. F. Schumacher, dir. sales; J. C. Moore, mgr. sales prom. **Det. Rep.** — Parke Woodworth, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Inc., 383 Madison ave., New York 17, N. Y. C. E. T. Scharps, acct. exec.

DU PONT CO., INC., G. B., 5081 Delmore rd., Birmingham, Mich. Self tapping screws, sheet metal screws, bolts, special cold headed products; Clevis, dowel and hinge pins; bumper bolts, rivets, studs and metal stampings. George B. Dupont, pres., gen. mgr.; Alfred Fosmoen, vice-pres.; Richard Reynolds, secy.; Ward R. Bildson, treas., pur. agt.; W. R. Bildson, sales mgr.; Chas. A. Williams, traf. mgr. **Det. Rep.**—C. H. Mercill, 6432 Cass ave., Detroit 2, Mich.

DURA-BOND, INC., 1355 N. Main st., Ann Arbor, Mich. Brake bonding, equipment for brake reline service, volume bonding production. Robert Langford, pres.; George Langford, treas.

DURACLEAN CO., Duraclean bldg., Deerfield, Ill. Auto upholstery cleaning equipment and supplies. I. H. Marshall, gen. mgr.; I. H. Marshall jr., asst. gen. mgr.; P. A. Tennis, sales mgr.; L. J. Gultch, adv. mgr.; R. E. Ferrel, serv. mgr. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis.

DUR AVAN DIV., Universal Sales Inc., Delaware, O. All-steel bodies, house-to-house and parcel delivery for Dodge chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy. and treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

DUREZ PLASTICS & CHEMICALS, INC., 1935 Walck rd., North Tonawanda, N. Y. Phenolic molding compounds and resins. Harry M. Dent, pres.; John F. Snyder, vice-pres., secy.-treas.; Carl Meyers, wks. mgr.; A. W. Hanmer jr., vice-pres. in chge. of molding compounds; Robert E. Dodd, vice-pres. in chge. of resin sales; Herbert S. Spencer, adv. mgr.; Dr. Walter Prahl, dir. of research and development; Charles W. Selover, pur. agt.; Max Rein, traf. mgr. **Det. Rep.**—R. W. Marsh, 503 Stephenson bldg., Detroit 2.

(Continued on Page 197)

Firebird . . . *hottest* thing on wheels . . . GM *laboratory* on wheels! It's America's first experiment in gas turbine power for automobiles. And to New Departure, Firebird is another research lab for testing new *ball* bearing applications. For the New Departures in the Firebird must operate under very unusual conditions—yet perform as faultlessly as the New Departure *ball* bearings in present cars.

Through continuing research, New Departure keeps pace with industry's new products and new methods. It is one of many reasons why—tomorrow as today—you can look to New Departure for the *finest* in *ball* bearings.

Call on your New Departure sales engineer for application assistance when improving a product or designing a new one.

Automotive test setup in New Departure laboratories. New Departure research has pioneered many "firsts," such as the lubricated-for-life pump shaft and rear wheel ball bearings.

NOTHING ROLLS LIKE A BALL

NEW DEPARTURE
BALL BEARINGS

NEW DEPARTURE • DIVISION OF GENERAL MOTORS • BRISTOL, CONNECTICUT
Plants also in Meriden, Connecticut, and Sandusky, Ohio
In Canada: McKinnon Industries, Ltd., St. Catharines, Ontario

YOU CAN MAKE

A $7.00 TO $8.00 SALE TO 4 OUT OF EVERY 5 CAR OWNERS

the Original Rubbermaid®

KAR-RUGS

1953 added 6 million new passenger vehicles to set an all-time high of 45½ million registered cars. Another estimated 6½ million new vehicles will be sold in 1954.

What a tremendous market!

Continued market surveys show *4 out of 5* cars are still *without any floor protection*. More cars are being driven, more money is invested in automobiles, people are spending more time in cars than ever before, and *4 out of 5 cars NEED KAR-RUGS.*

What a market for KAR-RUGS!

MR. AGGRESSIVE DEALER—take advantage of today's wide open market for Kar-Rugs.

You'll be pleased with the fast turnover Rubbermaid Kar-Rugs enjoy and the increased accessory volume they produce.

Contact your jobber today and have him supply you with a complete assortment. Remember—4 out of every 5 of YOUR customers' cars are not yet equipped with auto throw-rugs.

Offer your customers the BEST at NO EXTRA COST—the original Rubbermaid Kar-Rugs.

ONLY KAR-RUGS HAVE THE BEAUTIFUL COLOR SELECTION TO MATCH TODAY'S MODERN CARS

HOLIDAY RED, BURGUNDY RED, HOLIDAY BLUE, ROYAL BLUE, HOLIDAY YELLOW, MIDNIGHT BLACK, HOLIDAY GREEN, FOREST GREEN, SILVER GREY.

No. 1452	16"x18"	$1.39
No. 1454	18"x21"	1.79
No. 1455	15"x25"	1.79
No. 1459	18"x26"	2.19

CAR OWNERS BUY KAR-RUGS WHERE THEY SEE THESE POINT-OF-SALE REMINDERS

MERCHANDISING DISPLAY—shows a good size and color selection in a minimum floor space. Gets Kar-Rugs out front where they are seen and bought.

KAR-RUG WINDOW-WALL BANNER—colorful, attention-getting—lets them know you sell famous KAR-RUGS.

KAR-RUG MINIATURE DISPLAY—on the counter. Attracts attention—lets the car owner sell himself on Kar-Rugs.

KAR-RUG SIZE-C-LECTOR—uses idle space on wall or door to invite car owners to dial and see sizes for his car.

ASK YOUR JOBBER OR WRITE US

THE WOOSTER RUBBER COMPANY

WOOSTER, OHIO

CAR MAKERS' CHRONOLOGY

Buick

Year	Model	Production	Price Range	Factory Buildings	No. of Employes	MILESTONES
1953	1953 1954	471,417 13,936 485,353	$2,064.32 to $4,100.00	93	28,651	Buick established two new production records in 1953. Production of "hardtop" convertibles totalled 171,991 units, more than double any previous year, and Dynaflow output amounted to 445,000, about 15,000 more than the previous record.

Cadillac

Year	Type of Cars Produced	Body Style	Suggested Advertised Delivered Price	Total Sales to Dealers	MILESTONES
1953	Cadillac 62 Cadillac 62 Cadillac 62 Cadillac 62 Cadillac 62 Cadillac 60S (Fleetwood) Cadillac 75 Cadillac 75	2-Door 4-Door Convertible Coupe de Ville Eldorado Special Sports Convertible 4-Door 8-Passenger Sedan Imperial	$3,571.33 3,666.26 4,143.72 3,994.57 7,750.00 4,304.88 5,604.34 5,817.73	109,657	Cadillac this year produced its second highest total number of units and also introduced the 210 horsepower engine which is the highest ever used in the custom car field. On all models excluding the Series 75, the Hydra-Matic transmission was standard.

Chevrolet

Year	Production	Models	MILESTONES
1953	1,977,687 (Includes Canadian Production)	16 passenger car models in three series and 74 truck models on 11 wheelbases comprise coverage of the low priced and medium commercial car field. School bus chassis with 212 inch wheelbase added to truck line. Increased engine horsepower and an automatic shift on the Powerglide among the features, with power steering, another first in the low-priced field, optional. Advertising delivered price, four-door sedan, $1,870.	Chevrolet again led industry with production close to the record year of 1950. Extensive plant expansions inaugurated, with five new plants and several plant additions launched. Defense production continued on aircraft engines, shells, tank and truck parts. First plastic-bodied sports car built with volume production methods introduced.

Chrysler

Year	Models	Total Sales All Units	Price Range	Factories	MILESTONES
1953	Chrysler Windsor Chrysler Windsor Deluxe Chrysler New Yorker Chrysler New Yorker Deluxe Chrysler Custom Imperial Chrysler Crown Imperial DeSoto Powermaster Six DeSoto Fire Dome V-8 Dodge Coronet Dodge Meadowbrook Plymouth Cranbrook Plymouth Cambridge Dodge "Job-Rated" Trucks Dodge "Route Van" Dodge "Power-Wagon"	1,344,583	Plymouth Coupe, $1,480.00 to Chrysler Crown Imperial Limousine, $6,520.	Adelaide, Australia Amplex-Harper Amplex, Trenton Mich Antwerp, Belgium Atlanta, Ga. Chatham, Ont. Chrysler, Detroit Tank Plant Chrysler Engineering Proving Grounds, Chelsea, Mich. Chrysler-Jefferson Chrysler-Kercheval Conner Cycleweld Plant, Trenton, Mich. Dayton, Ohio DeSoto Plant DeSoto Warren Ave. Dodge Forge Dodge Main Dodge Truck Eight Mile Evansville, Ind. Evansville Body Exeter Helena, Ark. Highland Park Indianapolis, Ind. Jet Engine Plant John R Plant Kansas City, Kans. Kokomo, Ind. London, England Los Angeles, Cal. Lynch Road Mack Ave. Marysville, Mich. McKinstry Meldrum Mound Road Newark, Del. New Castle, Ind. New Orleans, La. Nine Mile Press Plant Outer Drive Plymouth Regina, Sask. San Leandro, Cal. Shoemaker Trenton, Mich. Vernor Windsor, Ont. Winfield Plant Youngstown, O.	Through the purchase of new properties, construction of new plants and increase of activities in existing ones, Chrysler Corporation's post-war expansion program in 1953 continued to set a high pace for the industry. At year's end the Briggs Manufacturing Company automotive facilities were purchased for $35 million, adding 12 plants with 6,544,584 square feet of floor space; new body building facilities began operations at the San Leandro, California, Plant; and the new transmission plant in Indianapolis started the production of PowerFlite transmissions, newest and most efficient automatic transmission in the industry. Production of Plymouth, Dodge, DeSoto, Chrysler and Imperial cars reached all-time high of 1,246,602 units, and average employment for the year was the highest in the history of the Corporation. "D'Elegance," new idea car introduced, followed by experimental Dodge "Firearrow" and DeSoto "Adventurer." Los Angeles plant produced company's millionth California-built car, and Evansville, Indiana, Plant turned out its millionth Plymouth. 25,000th military tank built by company in Detroit was produced at Chrysler Detroit Tank Plant, 30,000th Chrysler-built tank rolled from Delaware Tank Plant, and tooling began at Detroit Tank Plant for new T-51 tank retriever. Chrysler Corporation was awarded multi-million dollar contract to perform research and development work on guided missiles for U. S. Ordnance. E. C. Quinn was named president of Chrysler Division and elected a vice-president of the Corporation. Also elected vice-presidents of Corporation were R. T. Keller, John P. Mansfield, W. C. Newberg, and L. I. Woolson. F. W. Misch elected Comptroller. New Corporation board members elected were C. J. Snyder, C. B. Thomas, Raymond T. Perring, Neil H. McElroy and R. E. McNeill, jr.

Ford

Year	Model	Price	MILESTONES
1953	Passenger cars: Lincoln, (all 8-cylinder): Cosmopolitan series, 6-passenger four-door sedan, 6-passenger sport coupe; Capri series, 6-passenger four-door sedan, 6-passenger hard top coupe, 6-passenger convertible coupe; Mercury (all 8-cylinder): Custom series, 6-passenger four-door sedan, 6-passenger two-door sedan, 6-passenger sport coupe; Monterey series, 6-passenger four-door sedan, 6-passenger hard top, 6-passenger convertible coupe, 8-passenger four-door station wagon; Ford: Mainline series, 3-passenger 6 and 8-cylinder business coupe, 6-passenger 6 and 8-cylinder tudor, 6-passenger 6 and 8-cylinder fordor, 6-passenger 6 and 8-cylinder ranch wagon; Customline series, 6-passenger 6 and 8-cylinder tudor, 6-passenger 6 and 8-cylinder fordor, 6-passenger 6 and 8-cylinder club coupe, 8-passenger, 8-cylinder country sedan; Crestline series, 6-passenger, 8-cylinder Victoria, 6-passenger, 8-cylinder Sunliner, 8-passenger, 8-cylinder Country Squire station wagon.	From $1,399.83 (suggested list price) for Ford Mainliner 6-cylinder business coupe to $3,699 (suggested list price) for Lincoln Capri convertible coupe.	Year long celebration of the 50th Anniversary of the Ford Motor Company. 647-foot ore ship "William Clay Ford" launched and put into operation. 15 major construction projects started throughout the Company, including 12-story Administration Building at Dearborn, Mich., three new assembly plants at Louisville, Ky., San Jose, Calif., and Mahwah, New Jersey, and Industrial Relations Building at Research and Engineering Center. Completion of 12 major construction projects started prior to 1953, including a 4,600-foot straightaway and testing building at the Engineering Center. Conversion of the Livonia, Michigan tank plant to automatic transmission production started. Election of William C. Ford as Vice-President of Ford Motor Company and General Manager of the Special Product Division.

Hudson

Year	Models	Total Production	Model and Price	MILESTONES
1953	Hudson Jet Hudson Super Jet Hudson Wasp Hudson Super Wasp Hudson Hornet	Total 67,089 (Includes Canadian Production)	15 Models — Jet 4 Door Sedan, $1,685.00 to Hornet Convertible Brougham $3,061.45.	Hudson Hornet again captured both NASCAR and AAA stock car titles. The Hudson Italia, a new concept in motoring, with doors recessed into the roof, was introduced. Hudson Jet made its bow to the motoring public. It was the first American light car utilizing step-down design and Mono-Bilt body and frame.

Kaiser Motors Corp.
and wholly-owned subsidiary
WILLYS MOTORS, INC.

Year	Models	Production	Price Range	Plants	No. of Employes	MILESTONES
1953	K-530 K-531 K-534 K-535 K-532I K-5324 K-5325 K-5334 (HJ) K-5344 (HJ) KD161 475A (W) 685A (W) 675A (W) 475 SW 475 SD 4 x 475 SW 4 x 475 SD 475 4WD 685 SW MD CJ-3B	150,899	$1,399 to $2,755 (A.D.P.)	Toledo, Ohio Maywood, Calif. Erie, Pa. Anderson, Ind. Pontiac, Mich. Detroit, Mich. Jackson, Mich. Shadyside, Ohio Richmond, Calif. Oakland, Calif. Dowagiac, Mich. Nashua, N. H.	14,000 ave.	With the purchase of Willys-Overland Motors, Inc., Kaiser Motors Corp. consolidated its operations during 1953 at the main plant of its wholly-owned subsidiary, Willys Motors, Inc., in Toledo, Ohio. The Kaiser Willow Run, Mich., plant was sold to General Motors Corp. in November, 1953. In addition to production of Kaiser and Willys passenger cars, Willys military and civilian Jeeps, trucks and other commercial vehicles at Toledo and Maywood, Calif., the company turns out aircraft engines and airframe components at plants in Richmond and Oakland, Calif., and Detroit and Dowagiac, Mich. Aluminum aircraft forgings are produced in Erie, Pa. Other defense work includes production of land mines at Shadyside, O., in addition to automotive stampings. The company entered the television field with the development of camera and transmission equipment at the Toledo electronics division. The Kaiser Darrin 161 reinforced-plastic sports car was placed in production in Jackson, Mich. A light-weight Jeep, featuring aluminum and magnesium components was developed for the armed forces.

Nash

Year	Total Car Units Produced	Range of Prices: Lowest Base Price	Range of Prices: Highest Base Price	Average Number of Employes	MILESTONES
1953	166,918	$2,002.60	$2,828.60	16,280	Introduced completely restyled Nash Rambler convertible, station wagon and country club hardtop models styled by Pinin Farina, renowned European designer of custom built cars. Introduced Farina-styled Nash-Healey "LeMans" hardtop sports car. Continental tire mount offered as standard equipment on Nash Rambler convertible and Country Club models. Dual-Range Hydra-Matic transmission offered as optional equipment for the first time in all Rambler models. New Nash Statesman "Power Flyte" engine introduced with increased horsepower. A new custom hardtop convertible, called the Country Club, offered in the Nash Ambassador and Statesman series. Power steering offered for the first time in the Ambassador model. Installed new assembly line type conveyor system for Nash parts and accessories warehouses.

Oldsmobile

Year	Model	Total Production	Price*	Employes (U.S. Only)	MILESTONES
1953	Deluxe "88" Super "88" Classic "98"	319,414	$2,261.62 to $5,715.00	13,500	Oldsmobile offered Frigidaire car conditioning and power brakes for first time as optional equipment on 1953 models. Twelve-volt ignition system introduced in 1953 models. Defense Dept. cited Oldsmobile as largest and lowest cost producer of 3.5-inch bazooka rockets in April, when Oldsmobile produced 5,000,000th rocket. The 4,000,000th Oldsmobile was completed in May. The 2,000,000th Oldsmobile with Hydra-Matic Drive was produced in August. Oldsmobile adapted the Dynaflow transmission for its use in September when Hydra-Matic supply was cut off by Livonia fire. Oldsmobile-built turbine and compressor in the J65-B-3 jet aircraft engine passed the Air Force 150-hour type test in October.

*Factory delivered price at Lansing.

Packard

Year	Total Production	Model and Price	Average Employes During Year	MILESTONES
1953	81,341	Nationally advertised retail selling prices of all models are: Packard Clipper Special Club Sedan, $2,544; Packard Clipper Deluxe Club Sedan, $2,645; Packard Clipper Deluxe Four-Door Sedan, $2,695; Packard Clipper Deluxe Sportster, $2,830; Packard Clipper Super Club Sedan, $2,765; Packard Clipper Super Four-Door Sedan, $2,815; Packard Clipper Panama, $3,125; Packard Cavalier, $3,344; Packard Pacific, $3,827; Packard Convertible, $3,935; Packard Caribbean, $6,100; Packard Patrician Four-Door Sedan, $3,890; Packard Eight-Passenger Limousine, $7,250, and the Packard Eight-Passenger Sedan, $6,900.	15,021	Packard announced that the basic revitalization of the company had been accomplished by a year in which dramatic progress was made to re-establish the company in the luxury car field; to put together an entirely new management group; to modernize facilities; and to strengthen and refine its dealer organization. Production during 1953 calendar year was 81,341, a third greater than 1952. In March, the company returned to production of custom and chauffeur-driven models after an absence of 15 years from the field. Dealer organization leveled off at 1500 with strong upgrading program to continue. Two lines of cars were produced for 1953: Packards for the fine car field and a new line of Packard Clippers at medium prices.

Pontiac

Year	Models	Total Production	Price	Factory	Employes	MILESTONES
1953	Chieftain 6 Chieftain 8	415,335	$1,714-$2,521.61	6 assembly plants (Buick-Oldsmobile-Pontiac Assembly Plants) and one main plant at Pontiac, Mich.	17,000	Despite curtailed production due to the Detroit Transmission fire, Pontiac had the highest employment in 1953 in the history of the Division. It rose above 18,000 before the end of the year, but the average for 1953 was around 17,000. Production was second only to 1950 in number of units turned out. A new public relations department was created at Pontiac in 1953 by Robert M. Critchfield, General Manager. It is headed by Robert W. Emerick, formerly of GM Public Relations in Indianapolis. John C. Jamieson replaced Dan O'Madigan, Jr. as Assistant Sales Manager in charge of the western half of the United States. O'Madigan resigned to take a Pontiac franchise in St. Louis. A luxurious new waiting room for customers taking factory delivery on their Pontiacs was added in 1953. The addition also houses facilities for new-car get-ready service to factory drive-outs. Continued producing four defense products: amphibious cargo carrier (Otter); duel 40MM cannon; 4.5 inch rockets and a secret project.

Studebaker

Year	Models	Price	Sales	Employees (U.S. Only)	MILESTONES
1953	Champion Commander Land Cruiser	$1,585.00* to $2,175.00*	230,170 (Cars and Trucks)	25,050**	Introduction of new coupes and hardtop convertibles featuring adaptation of European styling to American engineering and production principles—the first American mass-produced sports cars. During 1953 the cars received 29 different awards for their beauty and styling, including the annual awards presented by the Fashion Academy and the Museum of Modern Art. Paul G. Hoffman returned to Studebaker after five years of service with U. S. Government and Ford Foundation. Defense production, prompted by Korean war, was cut back. New 1954 models augmented by new station wagon introduced in fall.

*With standard equipment, factory delivered price in South Bend. **Average for year.

Who's Who in Auto Industry

(Continued from Page 194)

Adv. Agcy.—Comstock & Co., Buffalo, N. Y. John B. Morton, acct. exec.

DURKEE-ATWOOD CO., 215 N. E. 7th st., Minneapolis 13, Minn. Fan, FHP and industrial belts, radiator hose, sponge rubber stripping, molded auto door and trunk gasket, inner tubes, frost shields, automotive chemicals, friction and rubber tape. H. C. Atwood, chmn. of bd.; E. P. Atwood, pres., treas.; D. F. Pratt, vice-pres.; D. F. McConnon, secy.; J. R. Gee, mgr. jobber sales; A. J. Traun, gen. special sales; R. G. Budson, mgr. ind. sales; K. Van Auken, traf. mgr.; W. K. Freed, pur. agt.; C. F. Walz, cf. engr.; G. C. Brown, cf. chemist. **Det. Rep.**—W. F. De Longe, 14225 Schaefer rd., Detroit, Mich. **Adv. Agcy.**—Walker Advertising, Minneapolis, Minn. Harold Walker, acct. exec.

DURO METAL PRODUCTS CO., 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; S. Bishop, wks. mgr.: R. E. Behlen, sales mgr.; Karl Paine, cf. engr.; D. Witonski, pur. agt. **Det. Rep.**—H. Kitchen, Richmond, Ind. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. Mr. Stevens, acct. exec.

E

E. A. LABORATORIES, INC., 144 Spencer st., Brooklyn 5, N. Y. Automotive horns, hot water heaters, electric windshield wipers, fractional motors, air conditioner. John M. Auflero, pres., gen. mgr.; Louis F. Mastriani, asst. vice-pres.; M. A. DeRosa, secy.; E. M. Auflero, treas.; J. Hopson, sales mgr.; C. Babula, asst. sales; D. Picard, adv. mgr.; M. Grandelli, serv. mgr.; M. Grieco, cf. engr.; N. Masone, pur. agt.; F. Mezzadri, traf. mgr.; C. De Rosa, pub. rel. mgr. **Det. Rep.**—Leonard Fox. **Adv. Agcy.**—Picard Adv. Co., 48 E. 43rd st., N. Y. D. Picard, acct. exec.

EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich. Upholstering leather. Julian B. Hatton jr., pres. and gen. mgr.; E. K. Ellis, sales mgr., adv. mgr.; Milton E. Burr, asst. sales and adv. mgr.; E. O. Harbeck, secy., pur. agt.; Charles Mulder, traf. mgr. **Det. Rep.** — Eagle - Ottawa Leather Co., 1220 S. Woodward ave., Royal Oak, Mich. J. T. Annas, mgr.

EASTMAN CHEMICAL PRODUCTS, INC., Kingsport, Tenn. Tenite Acetate plastic and Butyrate plastic for injection molding and extrusion. James C. White, pres.; William S. Vaughn, first vice-pres.; M. K. Robinson, secy.; R. L. White, treas.; S. E. Palmer, vice-pres. (plastics), D. C. Williams, sales mgr.; Dennis C. Guthrie, adv. mgr. **Det. Rep.**—John G. Slater, Eastman Chemical Products, Inc., 904-5 Stephenson bldg., Detroit 2. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York, N. Y. Mr. Charles Kopf., acct. exec.

EATON MANUFACTURING CO., 739 E. 140th st., Cleveland 10, O. General personnel: C. I. Ochs, chmn. of bd.; H. J. McGinn, pres.; R. H. Daisley, vice-pres. mfg.; M. P. Winther, vice-pres., engrg.; H. C. Steussy, secy.; H. S. Ide, treas.; V. Cada, mgr. of pur.; H. B. Peck, adv. mgr. Detroit address: 9771 French rd., Detroit 13. **Adv. Agcy.**—Erwin & Wasey & Co., Inc., New York; (nat.) Julian Snyder, acct. exec.; Clark & Bobertz, Inc., Detroit (trade paper); L. A. Clark, acct. exec.

Axle div., Cleveland, O.: Front and rear axles for trucks, single and double reduction axles. G. W. Veale, vice-pres. and gen. mgr.; Stewart Walls, factory mgr.; H. D. Mixer, sales mgr.; B. M. Burns, serv. mgr.; G. W. Carlson, cf. engr.; O. O. McKibben, pur. agt. **Det. Rep.**—J. R. Bartholomew, 18001 James Couzens hwy., Detroit 35, Mich.

Foundry div., Vassar, Mich.: Gray iron casting, E. C. Hoenickle, gen. mgr.; P. W. Olson, resident mgr.; E. V. Neeb, sales mgr.; L. C. Johnson, pur. agt.

Heater div., Cleveland, O.: Automobile and truck heaters and defroster units. W. A. Mattie, gen. mgr.; W. A. Patterson, sales mgr.; H. Charles Simons, cf. engr.; E. W. Forster, pur. agt.

Marion Forge div., Marion, O.: Automotive Forgings. S. H. Wood, plant mgr.; Roy Pierce, cf. engr.; C. D. Barnes, pur. agt.

Pump div., Marshall, Mich.: Pumps. F. H. Mott jr., gen. mgr.; R. H. Berge, plant mgr.; W. R. Eames, cf. engr.; C. R. Palmer, pur. agt.; E. S. Witchger, sales mgr.

Reliance div., Massillon, O.: Spring Lock washers, springtites, snap rings, cold drawn steel, thread-cutting springtites, hose clamps. E. D. Cowlin, gen. mgr.; R. B. Little, sales mgr.; D. R. Keagy, cf. engr.; M. T. Bantz, pur. agt. **Det. Rep.**—H. R. Hanna, 18451 Jas. Couzens hwy., Detroit 35, Mich.

Saginaw div., Saginaw, Mich.: Hydraulic valve lifters, tappets, valve seat inserts. H. F. Russell, gen. mgr.; J. R. Harrison, sales mgr.; L. A. Jahn, cf. engr.; V. L. Larsen, pur. agt.

Spring div., Detroit, Mich.: Chassis leaf and coil springs. F. I. Goodrich, gen. mgr.; B. H. Blair, cf. engr., leaf springs; M. C. Turkish, cf. engr., coil springs; L. A. Kruger, pur. agt.

Stamping div., Cleveland, O.: Gasoline, oil and hub caps, bumper guards. R. E. Fisher, gen. mgr.; A. Cole, cf. engr. **Det. Rep.** — D. F. Brawn, sales mgr., 18001 James Couzens hwy., Detroit 35, Mich.

Valve div., Battle Creek, Mich.: Valves, poppet, sodium cooled valves, jet engine blades. H. I. Dyer, gen. mgr.; J. R. Stearns, sales mgr.; J. B. Smith, pur. agt.; Oscar Hedlund, cf. engr.

Dynamatic Corp., Kenosha, Wis.: Variable speed couplings, punch press drives, oil well draw works brakes, dynamometers, motors. F. L. Hopf, gen. mgr.; J. E. Stein, works mgr.; H. P. Lundskow, dir. of engrg.; B. J. Ketchum, pur. agt.

Eaton Automotive Products, Ltd., London, Ont., Canada: Automotive parts, heaters and defroster units. A. C. Pullen, gen. mgr.; L. R. McCallum, sales mgr.; C. W. Cornwall, pur. agt.

ECHLIN MFG. CO., 220 East St., New Haven 5, Conn. Automotive electrical parts. J. E. Echlin, pres., gen. mgr.; E. J. Sambrook, vice-pres., wks. mgr.; Margaret Sundgaard, secy.; H. M. Leonard, treas.; A. E. Moeller, adv. and serv. mgr.; C. E. Lillie, sales prom. mgr.; E. A. Nordberg, cf. engr.; W. J. Maloney, pur. agt. **Det. Rep.**—A. T. Thorn, 14885 Kentfield ave. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

ECLIPSE MACHINE DIV., Bendix Aviation Corp., Oakwood ave., Elmira, N. Y. Starter drives and associated starting devices, Stromberg carburetors, coaster brakes. M. P. Ferguson (Bendix Aviation Corp., Detroit), pres.; H. A. Gossner (Detroit), secy.; W. H. Houghton (Detroit), treas.; M. P. Whitney (Elmira), gen. mgr.; F. Mattfeld (Elmira), factory mgr.; R. S. Johnson, dir. of sales and adv.; L. F. Freiberg (carburetor); H. C. Bush (Bendix drive and coaster brake parts); R. E. Fink, serv. mgr.; cf. engr.; F. T. Christian (drives and brakes), A. H. Winkler (carburetors); F. H. Wurth, pur. agt.; R. E. Campbell, asst. pur. agt.; T. R. Piper, traf. mgr.; W. A. Mara, Detroit (Bendix), pub. rel. mgr. **Det. Rep.**—L. F. Freiberg, 8-205, 8-211, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—MacManus, John & Adams, Fisher bldg., Bloomfield Hills, Mich.

EDELMANN & CO., E., 2332 Logan blvd., Chicago 47, Ill. Hydrometers, battery fillers, servicers, ignition timing lights, battery service kits, brass fittings, tools, jobbers and dealers brass fitting assortments, flexible lines, etc. R. Edelmann, pres.; Will Freeman, secy.; J. Swift, wks. mgr.; K. R. Reifenberg, sales mgr.; H. J. Lutz, pur. agt.; Martin Roth, traf. mgr. **Adv. Agcy.** — Burlingame Grossman, Chicago, Ill.

EDWARDS IRON WORKS, INC., 2901 So. Main st., South Bend 23, Ind. Truck trailers, truck bodies and truck equipment. J. E. Beaudway, pres.; E. A. Sommer, vice-pres., sales and adv. mgr.; Wade Leslie, chge. of mgr.; B. Carnick, trailer mfg.; E. C. Chrapek, secy.-treas.; Frank Kovatch, serv. mgr.; G. M. Stephens, parts and acct. mgr.; B. Davis, cf. engr.; C. J. May, traf. mgr. **Adv. Agcy.** — Lincoln J. Carter Adv. Agency, 40 Sherland bldg., South Bend, Ind. L. J. Carter, acct. exec.

EDWARDS TRAILER CO., Div. of Edwards Iron Works, So. Bend, Ind., 23500 Sherwood, Centerline, Mich. Semitrailers. Lyle Carnick, pres.; Art Carnick and Leon J. Herman, vice-presidents; E. C. Chrapek, secy.-treas.; Leon J. Herman, gen. mgr.; Clark Galvin, wks. mgr.; Dale M. Vredenburg, sales mgr.; B. G. Davis, cf. engr.; Charles M. Burke, pur. agt. **Det. Rep.**—Dale M. Vredenburg, 23500 Sherwood, Centerline, Mich. **Adv. Agcy.**—Wolf, Jickling, Conkey, Detroit 26, Mich.

EINSON FREEMAN CO., INC., Starr and Borden aves., Long Island City 1, N. Y. Window and instore displays of cardboard, vacuum formed plastic, etc., with or without light and motion for automotive and other manufacturers. N. J. Leigh, chmn., bd. of dir.; L. J. Engel, chmn., exec. comm.; Albert Hailparn, pres.; Helen Gorin, secy. and treas.; A. H. Schmitz, vice-pres. in chge. production; Chester Thomson, vice-pres. and gen. sales mgr.; Gurdon Simmons, adv. sales prom., and pub. rel. mgr.; Hy Bloom, Fair Lawn, N. J., pur. agt. **Det. Rep.**—J. J. Wilber, 2075 Penobscot bldg. **Adv. Agcy.** — L. E. McGivena & Co., New York, N. Y. Frank Byrne, acct. exec.

EIS AUTOMOTIVE CORP., N. Main st., Middletown, Conn. Hydraulic brake parts, hydraulic brake fluid, hydraulic brake master cylinders, hydraulic brake wheel cylinders, brake cables, brake tools and emergency brake pawls and sectors. E. I. Schwarz, pres.; J. W. Gilfix, treas.; M. L. Schwarz, vice-pres.; B.M.S., secy.; Ross Chastain, sales mgr.; C. Kress, pur. agt. **Adv. Agcy.**—Furman Co., Inc., New York City.

ELASTIC STOP NUT CORP. OF AMERICA, 2330 Vauxhall rd., Union, N. J. Self-locking nuts. W. F. McGuinness, pres.; F. A. Hofmann, vice-pres.; A. G. Prangley, vice-pres., secy.; G. J. Oberst, treas.; E. F. Nason, sales mgr.; D. E. Lally, asst. sales mgr.; Bruce F. Linck, sales prom. mgr.; E. F. Howell, pur. agt. **Det. Rep.**—Walter H. Riley, 522 New Center bldg., Detroit 2, Mich. **Adv. Agcy.** — G. M. Basford Co., New York 17, N. Y. Sam Nuspliger, acct. exec.

ELCO LUBRICANT CORP., Jennings rd. and Denison ave., Cleveland 9, O. Extreme-pressure lubricants for all enclosed gear units. J. E. Reagan, pres., gen. mgr.; J. V. Whitbeck, vice-pres.; Wm. Cox jr., vice-pres.; H. W. Niemeier, treas.; A. H. Schuster, wks. mgr.; George Hoffman, tech. dir.; F. X. Sieloff, sales mgr. **Det. Rep.**—W. J. Allard, 415 Fisher bldg., Detroit 2.

ELECTRA MFG. CO., 2537 Madison ave., Kansas City 8, Mo. Voltage regulators, generator cut-outs, headlight and horn relays, starter switches, dimmer switches. Gordon Groth, pres.; R. I. Seymour, vice-pres., adv. mgr.; W. A. Walters, wks. mgr.; Rupert Jarboe, cf. engr.; F. R. Jones, pur. agt. **Adv. Agcy.**—R. J. Potts-Calkins & Holden, Kansas City, Mo. R. M. Robinson, acct. exec.

ELECTRIC AUTO-LITE CO., Toledo 1, O. Batteries, bumpers, castings (gray iron), die castings (aluminum base and zinc base), fuel pumps, generators, governors, horns, hub caps, distributors, ignition coils, instruments and gauges, automotive lighting, metals (deep-drawn, rolled and formed), plastics, plastic and metal combinations, regulators, relays, spark plugs, starting motors, switches, windshield wipers, wire and cable, wiring assemblies, magnet wire, nameplates, pump motors, traction motors, industrial thermometers, stop-lite switches, window lifts, top-lift motors, seat adjuster mechanisms. Royce G. Martin, pres., chmn. of bd.; D. H. Kelly, vice-chmn., vice-pres.; B. A. Fay, vice-chmn., vice-pres.; H. E. Hasemeyer, exec. vice-pres.; J. B. Fenner, vice-pres., compt.; C. M. Adams, Harry G. Call, J. A. Cappi, F. H. Drummond, J. P. Falvey, T. W. Flood, C. L. Lancaster, J. H. Lambrix, L. H. Middleton, J. A. Minch, J. R. Padesky, C. W. Pound, D. B. Stratton, R. Twells, L. A. Wins, vice-presidents; I. O. Goodnight, treas.; F. J. Kennedy, vice-pres., secy.; D. B. Seem, vice-pres. and dir. of adv.; G. A. Kessel, vice-pres., asst. compt.; R. H. Bayer, assistant secy.; L. B. O'Loughlin, sales

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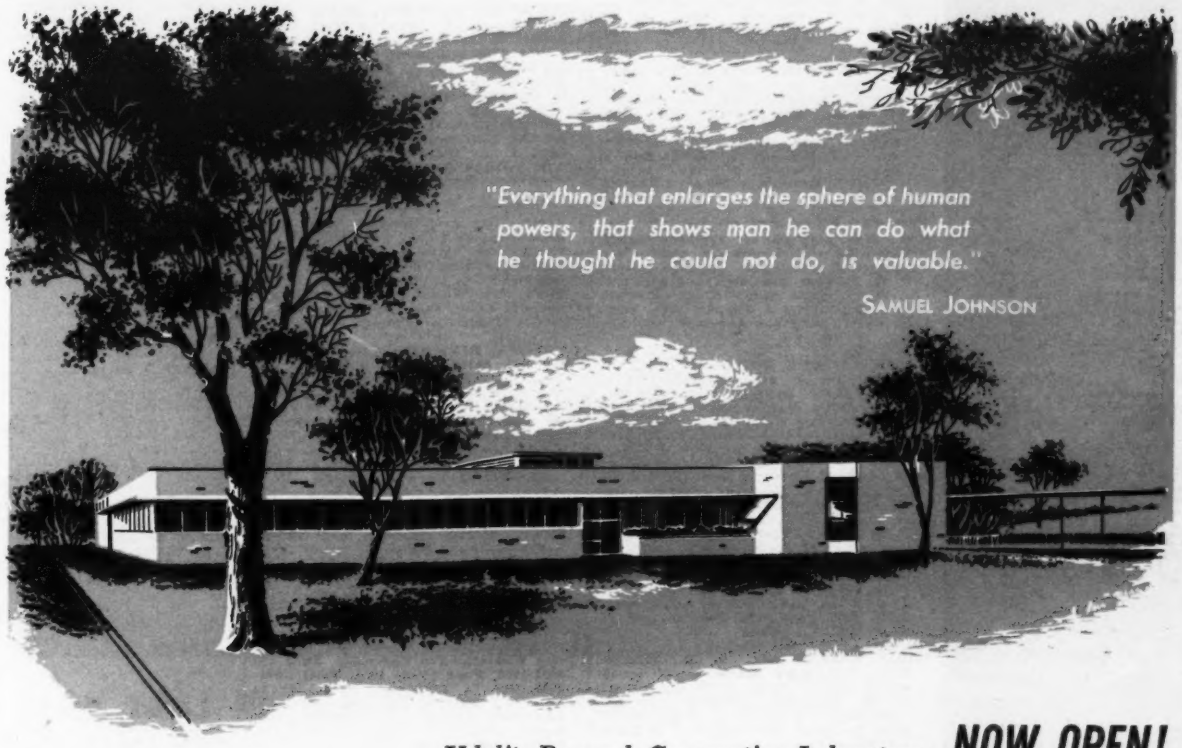

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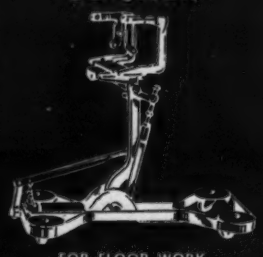
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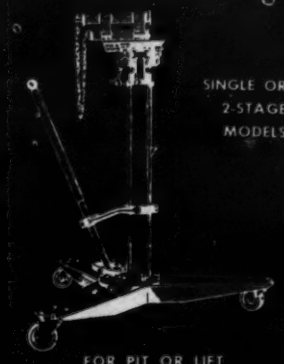
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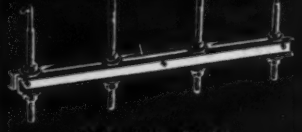
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Who's Who in Auto Industry

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mgr., (spark plug div.); Russel McGee, asst. secy.; W. E. Blank, sales mgr., (battery div.); J. A. Shank, mgr. (parts and serv. div.); D. J. Holmes, traf. mgr. **Det. Off.**—New Center bldg. **Adv. Agcy.**—Space: Ruthrauff & Ryan, Tod Reed, asst. exec. Radio and television: Cecil & Presbrey, Tom Maloney acct. exec.

ELECTRIC AUTO-LITE CO., Wire and Cable Div., 3529 24th st., Port Huron, Mich. Vehicle electrical parts. R. G. Martin, pres.; D. H. Kelly, vice-pres.; F. H. Kennedy, secy.; I. O. Goodnight, treas.; W. W. Kesteloot, wks. mgr.; D. M. Skirving, sales mgr.; K. L. Gackel, asst. sales; D. B. Seem, adv. mgr.; F. H. Wetzel, cf. engr.; G. L. Blessing, pur. agt., traf. mgr.; R. A. Cooley, acct. mgr.; Tom Jones, personnel director. **Adv. Agcy.** — Ruthrauff & Ryan Inc., Detroit, Mich.

ELECTRIC SPRAYIT — Div. of Thomas Industries, Inc., 1415-25 Illinois ave., Sheboygan, Wis. Air compressors, portable paint sprayers. L. D. Thomas, pres.; Kim Moe, vice-pres., gen. mgr.; E. A. Eklund, secy.; Frank Doyle, treas.; Paul Noffke, wks. mgr.; George Fischer, sales mgr.; Hugo E. Esch, adv. and sales prom. mgr.; Al V. Smith, serv. mgr.; Henry Holmer, cf. engr.; John Burress, pur. agt.; Erwin Ball, traf. mgr.; Charles Troxell, pub. rel. mgr. **Det. Rep.**—Richard H. Vershure, 6135 Upper Straits blvd., Rt. 5, Pontiac, Mich. **Adv. Agcy.**—Ken Seitz Associates, Milwaukee, Wis. Ken Seitz, acct. exec.

ELECTRIC STORAGE BATTERY CO., 42 South 15th st., Philadelphia 2, Pa. Storage batteries for all types of automotive equipment and aircraft. S. W. Rolph, pres.; C. F. Norberg, exec. vice-pres.; L. E. Lighton, vice-pres., engrg.; K. W. Green, pur. agt.; B. R. Losper, traf. mgr.

ELECTRO-CHEMICAL PRODUCTS CORP., 60 Franklin st., East Orange, N. J. Chemical compounds for auto seat and seat covers. Robert G. Walcutt, pres.; Herbert A. Bodkin, vice-pres.; Albert Creighton, secy.; John Walcutt, chief engr. **Det. Rep.**—R. J. Shugarman & Associates, Toledo, O. **Adv. Agcy.**—United Advertising Agency, Newark, N. J.

ELECTRO PRODUCTS CO., 445 E. 189th st., New York 58, N. Y. Tachometers, testers for coils, condensers, distributors, exhaust gas analyzers, mileage testers. P. O. Stewart, gen. mgr. and engr.; A. J. Fiorio, sales mgr.; K. A. Stewart, asst. sales mgr.; J. Foggan, serv. mgr.; K. Faber, parts and acc. mgr.; R. Conroy, pur. agt.

ELGIN MACHINE WORKS, INC., 412 No. State, Elgin, Ill. Automotive replacement parts. Martin Skok sr., pres. and gen. mgr.; Martin Skok jr., vice-pres.; Frances Skok, secy.; Frieda Burres, treas. **Adv. Agcy.**—Wayne Rogers, 57 E. Jackson blvd., Chicago, Ill.

ELKHART WELDING & BOILER WORKS, INC., 2132 S. Main st., Elkhart, Ind. House trailer chassis and boltfast hitches. A. M. Bock, pres. and gen. mgr.; G. L. Bock, vice-pres.; Virginia J. Bock, secy.; Wallace B. Bock, wks. mgr.

ELLIS CO., THE, 7751 E. Forest, Detroit, Mich. "Unicut" tire regrooving machine. J. H. Ellis, pres.; Wilbur Rollet, mgr.; J. H. Ellis, sales mgr. **Det. Rep.**—J. H. Ellis, 7751 E. Forest.

ELLIS MILLS, INC., A. D., Monson, Mass. Upholstery fabrics, wool broadcloths, Bedford cords. D. W. Ellis, pres.; W. H. Hodgman, vice-pres. and gen. sales mgr.; L. S. Farr, secy.; D. W. Ellis jr., treas. **Det. Rep.**—L. J. Colby, 710 Fisher bldg.

ELLENBORO MILLS, INC., Div. of Neisler Mills, Inc., Ellenboro, N. C. Automotive seat cover fabric. H. B. Jackson, pres.; C. E. Neisler III, vice-pres.; Thomas A. Roberts, secy., gen. mgr.; P. M. Neisler jr., treas.; F. A. McDaniel jr., wks. mgr.; Charles H. Proper, sales mgr.; Hubert Davidson, traf. mgr. **Adv. Agcy.**—DuFine-Kaufman, Inc., New York, N. Y. Irvin H. DuFine, acct. exec.

EMEROL MANUFACTURING CO., INC., 242 West 69th st., New York 23. Lubricants. B. N. Pierce, pres.; W. C. Pierce, asst. gen. mgr. **Mich. Rep.**—Ward A. Pifer, 405 Riley st., Lansing 10. **Adv. Agcy.**—Hilten & Riggle, Inc., 4 West 58 st., New York, N. Y. Joe Quinn, acct. exec.

EMESS TOOL & CHEMICAL CORP., 11 Warren st., New York 7, N. Y. Metal spray gun, cold tinning mercury paste, solvent. Morris M. Savedoff, pres.; Marvin A. Savedoff, secy.

EMPIRE PRODUCTS CO., 1747 Abbott st., Detroit 16, Mich. Shafts—spline, shoulder, step, threaded, etc., automatic turning and grinding. Norm Kilgour, pres. and gen. mgr.; E. S. Ellis, vice-pres.; Lawrence Schwartz, secy.; J. Gruskin, treas.

ENGINE PRODUCTS MFG. CO., 5801 E. Beverly blvd., Los Angeles, Calif. Triple fire spark plugs, slip-on chrome nut covers, fuel pressure regulator, Gane ping stop, octa-gane water injector, lifetime filters, brake-kote. Ernest J. Newhouse, pres.; Don F. Forrester, vice-pres.; Bobbie O'Boyle, secy.; Jewel Ward, treas.; John Merlino, gen. mgr, pur. agt.; Walter Wall, wks. mgr.; Robert Patrick, sales mgr.; Thatcher Darwin, adv. mgr.; Johnny Sayer, parts & acc. mgr. **Det. Rep.**—Guy B. Cornwell, 21707 Haliburton rd., Cleveland 22, O. **Adv. Agcy.**—W. H. Hunt & Associates.

ENGINEERING DIV., CHRYSLER CORP., 12800 Oakland ave., P. O. Box 1118, Detroit 31, Mich. Complete engineering service (including design and testing of all Chrysler Corp. automotive products). Members of the Engineering Board: James C. Zeder, chmn., vice-pres., and dir. of engrg. and research, Chrysler Corp., pres., Chrysler Institute of Engrg.; P. C. Ackerman, exec. engr., laboratories; H. E. Chesebrough, cf. engr., car bodies; A. B. Couture, exec. engr., experimental; C. E. Davy, dir. of engrg. operations; A. G. Herreshoff, exec. engr., development design; G. J. Huebner jr., exec. engr., missile development; P. J. Kent, exec. engr., electrical; E. P. Lamb, exec. engr., trucks; A. G. Loofbourrow, cf. engr., car chassis; W. H. MacDuff, dir. of eng. adm. and bd. secy.; Karl Pfeiffer, cf. engr., laboratories; F. W. Slack, exec. engr., car chassis and ordnance; U. L. Thomas, exec. engr., car bodies; L. R. Baker, dir. Chrysler Institute of Engrg.; H. R. Steding, dir. of technical information section.

ENGINEERING & RESEARCH CORP., Riverdale, Md. "Erco" truck bodies. L. A. Wells, pres.; Milton King, vice-pres. and secy.; W. G. Carroll, treas.; J. P. Poth, vice-pres. for engrg.; Fred W. Ruehl, sales mgr.; T. Bolling, serv. mgr.; R. F. Richards, prod. mgr.; A. Thompson, pur. agt. **Adv. Agcy.**—Louis E. Schecter Advertising Agency, Baltimore, Jack L. Levin, acct. exec.

ENGLER INSTRUMENT CO., 250 Culver ave., Jersey City 5, N. J. Travel leg for commercial vehicles and industrial machinery, hubodometers and hour leg. Howard G. Engler, pres. secy.; Clifford E. Engler, vice-pres., sales mgr.; Charles H. Engler, treas.; Victor Stuart, wks. mgr.

ENGWALD CORP., 357 Lafayette ave., Brooklyn 38, N. Y. Carbon monoxide exhaust systems and blowers. Alfred W. Englemann, pres. and treas.; Gene L. Love, vice-pres., gen. mgr., and cf. engr.; Haidy Zoeller, secy., Martin W. Siegel, wks. mgr., Francis R. Woods, asst. sales mgr. **Adv. Agcy.**—Murray Furman Co., 214 E. 26th st., N. Y.

EQUIPMENT MANUFACTURING, INC., 21550 Hoover rd., Detroit 5, Mich. Racks—stacking type, metal fabricating, material handling equipment, railroad shipping car equipment. E. A. Skae, pres.; L. G. Burgess, vice-pres., treas, gen. mgr.; D. H. Burgess, secy.; F. B. Hilliger, sales and adv. mgr.; A. J. Nagy, asst. sales; Geo. Adams, sales prom. mgr.; R. Wroblewski, chief engr.; T. A. Adams, pur. agt., L. A. Scherer, traf. mgr. **Adv. Agcy.**—Burke Bartlett Agency, 2608 N. Woodward, Royal Oak, Mich.

EQUIPTO DIV., Aurora Equipment Co., Aurora, Ill. Steel shelving, parts bins, counters, sales tables, work benches, tool toters, stock carts, toolroom equipment. John C. Dunham, pres.; Floyd D. Keck, vice-pres.; M. L. Dunham, secy.; Paul Streit, dir. of sales; Jack Rice, pur. agt.; Louis P. Esser, traf. mgr. **Adv. Agcy.**—Arthur Mogge Co., Chicago, Ill.

ERIE MFG. DIVISION, Pressed Steel Car Co., Inc. Sales Office: J & H Sales Co., 75 E. Wacker dr., Chicago 1, Ill. Bumper and grille guards, metal stampings, fender skirts, fender shields, chrome radiator hose, headlight rim, rocket ornament. Erie continental-type rear deck kit. Jerry E. and Harold Poncher, dir. of sales. Factory address: Melrose Park, Ill. **Adv. Agcy.**—Burton Browne, Chicago, Ill.

ERO MANUFACTURING CO., 714 W. Monroe, Chicago 6, Ill. Automobile seat covers, luggage carriers and covers, wedge cushions. Harry M. Sears, pres.; Howard F. Leopold, chmn. of bd., treas.; Chas. D. Satinover, secy.; J. Schnadig, gen. mgr.; Guy Austin, cf. engr.; M. Gordon, pur. agt. **Adv. Agcy.**—Central Advertising Agency, Chicago, Ill.

ESTES CO., JOE L., Winder, Ga. Val-Vin-Hed Silencers—For Chevrolets, Ford (6) 1952-1954, Ford (V-8) 1954, Buick 1936-1953. Joe L. Estes sr., pres.; Joe L. Estes jr., vice-pres. **Det. Rep.**—Harry E. Ault, 4685 Charest st., Pontiac. **Adv. Agcy.**—Acme Adv. Agcy., Atlanta, Ga. Julian DelaFerrierre, mgr.

ETHYL CORP., 100 Park ave., New York 17, N. Y. Gasoline antiknock compounds, ignition improver, ignition control compound, oil soluble dyes. Sodium (metallic), amyl nitrate, propyl nitrate, trichlorobenzene, salt cake, ethyl chloride, hydropolymer oil, ethylene dichloride, lindane. E. L. Shea, pres.; J. A. Costello, M. P. Murdock, J. H. Schaefer and B. B. Turner, vice-presidents; S. T. Crossland, vice-pres., treas.; J. J. Frey, asst. vice-pres. sales; H. R. Berg, gen. mgr., antiknock sales; R. B. Weston, mgr., adv. and sales prom.; W. K. McCulloch, asst. mgr. adv. and sales prom.; F. A. Howard jr., chge. of adv.; D. J. Chapman, mgr. of sales prom.; J. B. Macauley, Detroit Laboratories; G. F. Kirby, dir. research, Chemical Products; R. K. Scales, dir. research, Automotive Products; D. M. Guy, dir. tech. service; B. R. Jones, mgr. passenger car div.; H. J. Woods, pur. agt.; J. E. Boudreau, dir. pub. rel. **Adv. Agcy.**—Petroleum Industry, U. S.; Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. J. A. Henrici, acct. exec. Petroleum Industry, Canada: H. F. Stanfield, Ltd., 67 Richmond st., W., Toronto, Ont. A. T. Gowe, acct. exec. Chemicals: H. B. Humphrey, Alley & Richards, Inc., 370 Lexington ave., New York 17, N. Y. H. O. Nadler, acct. exec.

EVANS PRODUCTS CO., 13101 Eckles rd., Plymouth, Mich. Auto-loaders, D-F loaders (freight cars), space heaters, water heaters, furnaces, truck and bus heating and ventilating equipment, frostguard, Evanser plywood, Douglas fir lumber, molded plywood products, chair backs, battery separators, pallets, metal stampings. E. S. Evans jr., pres.; R. B. Evans, (aircraft and new products development); W. G. Webb, (loading and stampings div.); E. W. Marchand, (Plymouth plant operations), vice-pres.; J. M. Russell, controller; G. M. Shueder, cf. engr.; E. W. Peterson, (loading div.); F. A. Keihn, vice-pres. (bus and truck heating and vent. div.); G. Faurie, (heating and appliance div.); W. J. Richie, (West Coast div.), sales mgrs.; J. W. Cheetham, dir. of pur.; Wm. Frisk jr., serv. mgr.; S. Hudson, mgr. adv., sales prom, pub. rel.

EXCEL CORP., 1120 N. Main st., Elkhart, Ind. Auto vent wings, sash assemblies; trailer sash; bus sash; truck vent wings and door sash; radiator grilles. Harold Edwards, pres.; D. L. Rutter, exec. vice-pres.; O. Edwards, secy.; L. W. Fritz,

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How Dealers Fared in '53 On Expenses, Profits

EDITOR'S NOTE: *The following figures are taken from NADA's latest "Operating Averages for the Automobile Retailing Industry."*

Operating Profit Before Taxes, 1953

	Percentage of Total Sales: Year 1953	Pct. Points Up or Down From 1952
*VOLUME GROUP I		
GROSS PROFIT	14.6%	—1.9%
Selling Expense	3.2%	—0.1%
Operating Expense	9.5%	—0.3%
TOTAL EXPENSE	12.7%	—0.4%
OPERATING EXPENSE	1.9%	—1.5%
VOLUME GROUP II		
GROSS PROFIT	15.5%	—2.1%
Selling Expense	3.9%	—0.3%
Operating Expense	9.4%	—0.4%
TOTAL EXPENSE	13.3%	—0.7%
OPERATING PROFIT	2.2%	—1.4%
VOLUME GROUP III		
GROSS PROFIT	15.9%	—2.3%
Selling Expense	4.3%	—0.2%
Operating Expense	9.0%	—1.0%
TOTAL EXPENSE	13.3%	—1.2%
OPERATING PROFIT	2.6%	—1.1%
VOLUME GROUP IV		
GROSS PROFIT	16.2%	—1.8%
Selling Expense	4.5%	+0.1%
Operating Expense	8.5%	—0.8%
TOTAL EXPENSE	13.0%	—0.7%
OPERATING PROFIT	3.2%	—1.1%
AVERAGE—ALL GROUPS		
VOLUME GROUP V		
GROSS PROFIT	15.2%	—2.0%
Selling Expense	3.6%	—0.2%
Operating Expense	9.4%	—0.4%
TOTAL EXPENSE	13.0%	—0.6%
OPERATING PROFIT	2.2%	—1.4%

*Volume Groups are based on 1953 deliveries of new cars and trucks as follows: Group I, 1 to 149; Group II, 150 to 399; Group III, 400 to 749, and Group IV, 750 and over.

Used Vehicles

	Selling Price Per Unit, Year 1953	Ratio Used Unit Sales to New, Year 1953	Gross Profit Per Used Unit Sold, Year 1953	Gross Profit Per Used Unit Sold, Year 1952
Volume Group I	$815	1.9	—$34	$21
Volume Group II	$836	1.5	—$56	$23
Volume Group III	$813	1.2	—$73	$15
Volume Group IV	$754	0.9	—$73	$33
Industry Average	$816	1.6	—$45	$22

	No. Days' Supply in Inventory 12-31-53	Average Cost Per Used Unit in Inventory 12-31-53	Pct. of Used Units in Stock 30 Days or Longer
Volume Group I	46	$700	59.9%
Volume Group II	37	$712	54.4%
Volume Group III	26	$719	50.1%
Volume Group IV	23	$646	48.1%
Industry Average	40	$702	57.8%

Parts Sales
(Accessories Not Included)

	Average Sales Per New Unit Sold, 1953	Percentage of Gross Profit to Sales: Year 1952	Year 1953	No. Months' Supply in Inventory 12-31-53	Annual Turnover
Volume Group I	$377	28.8%	29.1%	6.2	1.9
Volume Group II	$300	29.3%	29.4%	5.2	2.3
Volume Group III	$281	27.4%	28.4%	4.7	2.4
Volume Group IV	$208	25.8%	28.2%	4.5	2.7
Industry Average	$322	28.4%	29.0%	5.2	2.1

Customer Labor Sales

	Average Sales Per New Unit Sold: Year 1953	Percentage of Gross Profit to Sales: Year 1952	Year 1953
Volume Group I	$268	38.3%	38.6%
Volume Group II	$233	44.6%	42.7%
Volume Group III	$211	48.0%	46.4%
Volume Group IV	$164	47.8%	49.0%
Industry Average	$240	42.0%	41.6%

Total Service Sales
(Includes Labor, Parts and All Other Service and Stockroom Sales, Except Accessories with New Vehicles)

	Average Sales Per New Unit Sold: Year 1953	Percentage of Gross Profit to Sales: Year 1952	Year 1953	*Service Absorption: Year 1952	Year 1953
Volume Group I	$918	30.9%	31.0%	62.1%	59.4%
Volume Group II	$714	34.5%	33.1%	59.3%	54.3%
Volume Group III	$605	35.1%	35.3%	60.7%	58.2%
Volume Group IV	$502	33.4%	35.4%	63.5%	59.4%
Industry Average	$774	32.5%	32.3%	61.3%	57.9%

*The percentage of operating (or fixed or semi-fixed) expense covered by gross profit from all service and parts operations. To find operating expense subtract selling (or variable) expense from total expense.

Ratio, Departmental Sales to Total Sales

	New Cars and Trucks: Year 1953	Used Vehicles: Year 1953	Total Service and Parts: Year 1953	Miscellaneous Sales: Year 1953
Volume Group I	50.0%	30.2%	18.3%	1.5%
Volume Group II	55.0%	27.9%	15.4%	1.7%
Volume Group III	59.2%	24.1%	14.7%	2.0%
Volume Group IV	63.5%	20.1%	14.3%	2.1%
Industry Average	53.6%	28.0%	16.8%	1.6%

Big Three Share of Car Output
(Percents of Total U. S. Production)

Year	General Motors	Ford	Chrysler	Big Three Total
1954*	49.3	33.0	12.7	95.0
1953	45.6	25.2	20.3	91.1
1952	41.5	23.2	22.0	86.7
1951	42.3	21.9	23.0	87.3
1950	45.8	23.4	17.8	87.0
1949	43.1	21.1	21.8	86.0
1948	40.0	19.1	21.2	80.3
1947	40.4	21.2	21.8	83.4
1946	38.4	21.2	24.9	84.5
1941	48.4	18.5	23.1	90.0
1940	45.9	18.3	25.2	89.4
1939	42.0	21.8	23.7	87.5
1938	42.9	22.1	23.7	89.7

*Through March 27.

Who's Who in Auto Industry

(Continued from Page 198)

treas.; H. E. Ruppert, sales mgr., trucks, bus; R. E. Flanders, sales mgr., auto div.; T. W. Holt jr., vice-pres., of prod.; R. Henriksen, pur. agt.; J. R. Wiley, pub. rel. mgr.

EX-CELL-O CORP., 1200 Oakman blvd., Detroit 32, Mich. Standard precision boring, turning and facing machines; special purpose production machines; precision thread grinders; tool grinders; Jet blade finishing machine, vertical precision boring machines, vertical precision contouring machines; lapping machines; hydraulic power units; grinding spindles; broaches and cutting tools; drill jig bushings; aircraft and miscellaneous production parts; dairy equipment. H. Glen Bixby, pres. and gen. mgr.; James K. Fulks, exec. vice-pres.; Milton B. Montgomery, vice-pres. in chge. of mfg.; Donald H. McIver, vice-pres. in chge. of industrial sales; George D. Scott, vice-pres. in chge. of pure-pak sales; Earl E. Conlin, secy.-treas.; Jack Mustard, asst. gen. sales mgr., Ind. div.; Robt. W. Ford, Herbert A. Knaek, R. A. Lodge, asst. sales mgrs.; Arthur E. Schulz, adv. mgr.; Norman A. Heidt, serv. mgr.; Gilbert D. Stewart, cf. engr.; Fred D. Sicklesteel, pur. agt. **Adv. Agcy.**—Holden Clifford Flint, Inc., Detroit, Mich. Dick C. Flint, acct. exec.

EXCELLO ACCESSORIES MANUFACTURERS, 81 Madison ave., Hempsted, N. Y. Brass compression, flared, inverted flared, double compression and pipe thread fittings, flexible gas, oil, grease, vacuum and oil filter lines; copper gas and oil lines; copper tubing; tubing equipment, hydraulic brake parts and stop light switches. Arnold E. Alberga, pres., sales mgr.; Henrie C. Alberga, vice-pres.; William G. Alberga, asst. sales mgr.

EXECUTONE, INC., 415 Lexington ave., New York 17, N. Y. Intercommunication systems, voice paging systems and service dispatcher systems. P. H. Seaman, pres.; N. A. Karr, treas.; C. Walter, sales mgr.; H. Federbush, adv. and sales prom. mgr. **Det. Rep.**—Executone Co. of Detroit, 7425 W. Warren ave., Detroit 10, Mich. **Adv. Agcy.**—Joseph Katz Co., New York City.

EXIDE AUTOMOTIVE DIV., The Electric Storage Battery Co., 42 South 15th st., Philadelphia 2, Pa. R. L. Sommerville, gen. mgr.; W. C. Leingang, asst. gen. mgr. and mfg. mgr.; J. P. Casserly, nat'l accts. mgr.; T. G. Tynan, replacement sales mgr.; G. W. Linn, adv. and prom. mgr.; G. F. Krauss, asst. adv. mgr.; J. R. Smyth, chief engr.; V. H. Parker, serv. engr. **Det. Rep.**—William Duncan and M. W. Johnson, 8051 W. Chicago blvd. **Adv. Agcy.**—The Aitkin-Kynett Co., 1400 South Penn sq., Philadelphia 2, Pa. M. E. Goldman, acct. exec.

F

F & B MFG. CO., 4248 W. Chicago ave., Chicago 51, Ill. Complete line of automotive ignition replacement parts for all makes of vehicles. John Filko, pres.; Harold Rapp, treas.; C. D. McKim, sales mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago 6, Ill.

FABRIC MFG. CO., INC., 205 Thomas st., Newark 5, N. J. Automobile seat covers and carpeting. H. Genis, pres.; J. G. Abrams, sales mgr.

FABRICON PRODUCTS, INC., 1721 Pleasant ave., River Rouge 18, Mich. Cardboard and waterproof trim panels; glove box and dash insulator assemblies; sound deadening felts and insulation materials. Wm. A. Fisher, chmn. of bd.; L. A. Fisher, pres. and gen. mgr.; Donald Holm, sec.; J. N. Tincknell, treas.; G. T. Abel, gen. mfg. mgr.; J. A. Martin, sales mgr. (automotive div.); R. D. Halford, sales mgr. (waxed paper and cellophane div.); F. Altman, cf. engr.; J. E. Steiner, dir. pur.; T. Godbold, traf. mgr. **Plastic Div.** Custom moulding of finished items using Fiberglass and polyester plastic resins. Plastic impregnated materials for laminating industry. C. L. Keller, gen. mgr.; J. T. Galvin, sales mgr.

FABRICS, INC., 515 Bell st., Montgomery, Ala. Mendy tractor cushions. Hilliard Aronov, pres.; Herman Aronov, secy. **Adv. Agcy.**—James Advertising Agency, Montgomery, Ala.

FACIT, INC., 500 5th ave., New York 36 N. Y. Calculators, typewriters, adding machines. Erik A. Ohlsson, pres.; Carl Gronhagen, secy. and asst. to pres.; Sonder Jaari, sales mgr.; Bengt Ljungvist, serv. mgr. **San Francisco office:** 114 Sansome st., Karl Siewert, vice-pres. and mgr. **Adv. Agcy.**—Anderson & Cairns, Inc., 488 Madison ave., N. Y. Lansing Moore, acct. exec.

FAFNIR BEARING CO., Booth st., New Britain, Conn. Ball bearings, ball bearing power transmission units, ball and roller railway journal bearings. Maurice Stanley, bd. chmn.; S. M. Cooper, pres.; G. F. Atwater, secy., asst. treas.; A. G. Way, treas.; C. G. Rosensweig, exec. vice-pres.; C. F. Stanley, vice-pres., chg. of sales; R. F. Cooper, vice-pres.; D. M. Davidson, asst. sales mgr.; T. L. Hunt, adv. mgr.; F. Leister, vice-pres., chge. of engrg.; H. P. Knowles, pur. agt.; H. D. Rivers, asst. pur. agt. **Det. Rep.**—W. S. Gray, 521 New Center bldg., Detroit. **Adv. Agcy.**—Horton-Noyes Co., Providence, R. I. G. G. King, acct. exec.

FAIRFIELD MFG. CO., Route 52 S. Lafayette, Ind. Differentials, spiral bevel gears, hypoid gears, straight bevel gears, spur gears, helical gears, worm gears. E. M. Heimmiller, pres., gen. mgr., treas.; Mrs. Rochester Baird, vice-pres.; G. S. Swanson, wks. mgr.; D. W. Owens, sales and adv. mgr.; M. L. Munson, chief engr.; W. C. Nicholson, pur. agt. **Adv. Agcy.** — Armstrong Adv. Agency, Chicago, Ill.

FAIRMOUNT TOOL & FORGING, INC., 10611 Quincy ave., Cleveland 6, O. Mechanics' hand service tools. Ralph F. Peo, pres.; Granger B. Thurstone, gen. mgr.; Leo V. Anthony, sales mgr. **Adv. Agcy.** — Baldwin-Bowers & Strachan, Buffalo, N. Y. Everett Bowers, acct. exec.

FALLON INDUSTRIES, 999-1009 Franklin, Detroit 7, Mich. Investment castings ferrous and non-ferrous, shell mold castings, broaching and machine work. Albin Fallon, pres.; Chester Fallon, vice-pres.; Howard Cochran, gen. mgr. **Det. Rep.**—Industrial Associates, 626 Dime Bank bldg., Detroit, Mich.

FALLS SPRING DIV., Rockwell Spring and Axle Co., 12350 E. Nine Mile rd., Van Dyke, Mich. Automobile cushion and back springs, automotive seat frames. Carl Black, vice-pres. in charge of sales; John C. Hampson, plant mgr.; J. F. Karr, pur. agt.

FARGO DIV., Chrysler Corp., 7900 Joseph Campau, Detroit 31, Mich. Fleet sales of Plymouth, Dodge, DeSoto and Chrysler passenger cars; Dodge trucks; Plymouth, Dodge and DeSoto Taxicabs and Army vehicles. R. L. Biggers, pres.; A. H. Ferrandou, Nicholas Kelley jr., William C. Hanway sr., N. W. Seidel and G. W. Trichel, vice-presidents; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; J. C. Maddox, exec. asst.; R. B. Christiansen, serv. mgr., spec. asmt.; K. W. Burks, government sales department; N. G. Williams, dir. of distrib.; Glen E. Brugman, fleet serv. mgr.

FASCO INDUSTRIES, INC., 400 Davis st., Rochester 2, N. Y. Hydraulic stoplight switches, circuit breakers. H. P. Toppin, pres.; H. M. Sylvester, secy.-treas., gen. mgr.; R. W. Gysel, wks. mgr.; H. M. Sylvester, sales mgr.; P. M. Byam, cf. engr.; G. J. Andres, pur. agt.; C. L. Anderson, traf. mgr.; L. P. Kruse, pub. rel. mgr. **Det. Rep.**—E. W. Griffith. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc., Rochester, N. Y. W. T. Jensen, acct. exec.

FEDDERS - QUIGAN CORP., 57 Tonawanda st., Buffalo, N. Y. Automotive radiators and car heaters. Salvatore Giordano, pres.; M. C. Weisman, secy.; A. J. DeFino, vice-pres.; R. W. Morgan, dir. of engrg.; J. M. Heimerl, pur. mgr.; E. M. Fix, traf. mgr.; W. W. Reeves, sales mgr.

FEDERAL BEARINGS CO., INC., Fairview ave., Poughkeepsie, N. Y. Ball bearings. George R. Bennett jr., pres., treas., gen. mgr.; Dan G. Fichter, vice-pres., secy.; Fred Horlacher, wks. mgr.; E. C. Sweeney, sales and adv. mgr.; R. L. Denney, asst. sales mgr.; Charles Lansdale, serv. mgr.; Fred Recknagel, cf. engr.; E. Wallin, pur. agt.; R. Wright, traf. mgr. **Det. Rep.**—Fred Class, 2640 Book Tower, Detroit, Mich. **Adv. Agcy.**—Fred Wittner Adv., New York, N. Y.

FEDERAL ENGINEERING CO., 850 Oakman blvd., Detroit 6, Mich. Tools, dies, jigs, fixtures and special machines. David M. LeVine, pres.

FEDERAL LEATHER CO., Main st., Belleville 9, N. J. Coated fabrics for seat covers, car upholstery and convertible tops. Louis M. Plansoen, pres. treas.; Hector Plansoen, vice-pres.; John W. F. Young, secy.; W. Breithaupt, wks. mgr.; C. Surnonte, sales mgr.; Richard Post, adv. mgr.; Paul B. Grosjean, pur. agt.; Ernest Seaman, chief chemist. **Det. Rep.**—R. G. Olsen. **Adv. Agcy.**—Iverson & Ford, New York, N. Y.

FEDERAL - MOGUL CORP., 11031 Shoemaker ave., Detroit 13, Mich. Sleeve bearings, bronze bushings, and similar precision parts. H. Gray Muzzy, chmn. of bd.; G. S. Peppiatt, pres.; S. E. MacArthur, treas.; E. Olney Jones, senior vice-pres., secy.; J. W. Brady, vice-pres., gen. mgr., Bearing's Company of America div.; R. I. Marquis, vice-pres., industrial rel.; R. E. Klare, dir. of mfg.; J. M. Haney (Cleveland), J. C. Morrison (Detroit), C. F. Brown (Greenville), J. Downing (Mooresville), W. C. Robertson (St. Johns), wks. mgrs.; K. W. Warren, sales mgr., original equip. div.; T. J. Marshall, asst. sales mgr., adv. mgr. (original equip. div.); E. F. Bauman, dir. of purch.; H. F. Dixon, cf. engr. **Adv. Agcy.**—Fred M. Randall Co., Detroit 26. H. Ross Mack, acct. exec.

FEDERAL-MOGUL CORP., Service Div., 11031 Shoemaker ave., Detroit 13, Mich. Connecting rod, main and cam bearings, solid and split connecting rod pin bushings, rebabbitted and reconditioned connecting rods, tapered, straight and journal roller bearings, ball bearings and clutch throwout bearings, replacement parts. T. L. Camp, gen. mgr. serv. div.; R. K. McConnell, adv. and sales prom. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit 26, Mich. H. Ross Mack, acct. exec.

FEDERAL MOTOR TRUCK DIV., Federal Fawick Corp., 5780 Federal ave., Detroit 9, Mich. Motor trucks (gasoline and diesel), bus, fire truck and special chassis. T. L. Fawick, chmn. of the bd.; R. S. Huxtable, pres.; F. J. Mack, treas.; C. W. Steadman, secy.; J. D. Bennett, gen. mgr.; F. L. Ruddon, asst. gen. mgr.; T. D. Weiser, exec. engr.; M. F. Portlock, gen. sales mgr.; R. Burley, asst. sales mgr., special vehicles; T. E. Metz, adv. mgr.; B. J. Organ, dir. of parts and serv.; G. Awtrey, field serv.-mgr.; H. H. Penny, pur. agt.; R. A. Desmond, traf. mgr. **Det. Rep.**—Federal Motor Truck Div., Detroit Branch: 500 E. Forest ave., Detroit 1. **Adv. Agcy.** — The Jayme Organization, Inc., 3091 Mayfield rd., Cleveland 18, O. J. E. Jayme jr., acct. exec.

FEDERAL SCREW WORKS, 3401 Martin ave., Detroit 10, Mich. Nuts, bolts, screws and screw machine products. B. L. Norton, pres. and treas.; S. R. Book-

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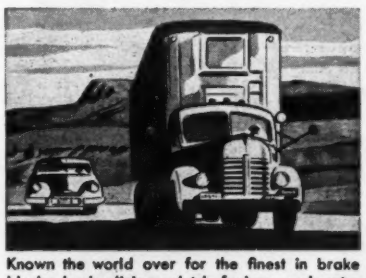
Whoever You Are . . . Whatever Your Business . . . An R/M Product Touches Your Life

FOR THAT NEEDED MARGIN OF SAFETY—R/M BRAKE LININGS!

When you have to stop, and stop *fast*, R/M Brake Linings stop you smoothly, safely. You can depend on Raybestos-Manhattan products under tough traffic conditions; that's why R/M friction materials—brake linings, brake blocks, clutch facings—are standard equipment on millions of new cars, trucks and buses. And that's why you'll find R/M friction parts in all models of automatic transmissions. R/M is the leading producer of stop-and-go products for replacement, too. For safe brake relines, millions of motorists, repairmen, dealers, truck and bus operators prefer R/M products branded with one of the trademarks shown below. But stop-and-go products are only one example of R/M's specialized skills. Throughout industry and in your home, your life is touched by hundreds of products made in R/M's seven great plants and laboratories. If you have problems involving asbestos, rubber, engineered plastics or sintered metal, call in an R/M representative.



Known the world over for the finest in brake blocks, brake linings, clutch facings, and automatic transmission friction parts, R/M supplies stop-and-go products that assure smooth, safe operation of millions of cars, and giant trucks as well, under rigorous traffic conditions.

Throughout the nation, operators of bus fleets—in cities and cross-country service—specify R/M brake blocks, linings and clutch facings for replacement service. Fleet owners know they can depend on R/M products for safe, continual operation with minimum maintenance.

With more than a half-century of background, R/M is today the world's leading manufacturer of asbestos and sintered metal brake linings, brake blocks, clutch facings, and automatic transmission friction parts. For years, R/M has kept far ahead of every new automotive development.

RAYBESTOS-MANHATTAN, INC.
PASSAIC, NEW JERSEY
Raybestos ... Condor • MANHATTAN ... Grey-Rock
SPECIALISTS IN ASBESTOS, RUBBER, SINTERED METAL, ENGINEERED PLASTICS

R M

Other R/M Products:
Engineered Plastic and Sintered Metal Products • Bowling Balls • Hose • Other Industrial Rubber

Factories:
Passaic, N.J. • Bridgeport, Conn. Manheim, Pa. • No. Charleston, S.C. Crawfordsville, Ind. • Neenah, Wis. Peterborough, Ontario, Canada

McQUAY-NORRIS
LEAK-PROOF
PISTON RINGS
FOR YOUR CAR

Who's Who in Auto Industry

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er, exec. vice-pres.; R. R. Bever, vice-pres. sales; R. I. Stanton, vice-pres., mfg., Detroit div.; Lawton J. Steger, vice-pres., scheduling and planning, Chesles div.; F. J. Sullivan, secy. and contr.; C. N. Cage, pur. agt., Detroit div.; Merle Barr jr., pur. agt., Chelsea div. **Det. Rep.** — Federal Screw Sales, 1654 National Bank bldg.

FEDERATED METALS DIV., American Smelting and Refining Co., 120 Broadway, New York 5, N. Y. Non-ferrous metals and alloys. E. L. Newhouse jr., vice-pres.; M. Robbins, gen. mgr.; E. L. Newhouse III, sales mgr.; E. L. Rimbault jr., adv. mgr. **Det. Rep.**—A. Nichamin, 11630 Russell st. **Adv. Agcy.**—John Mather Lupton Co., New York, N. Y. C. E. Walsh, acct. exec.

FELLOWS GEAR SHAPER CO., River st., Springfield, Vt. Gear shapers and cutters, gear shaving machines and shaving tools, gear lapping machines and laps, gear burnishing machines and gears, gear measuring and testing equipment, thread generators, master gears, plastics injection molding machines. E. W. Miller, pres. and gen. mgr.; R. M. Fellows, first vice-pres. and treas.; H. T. Gates, vice-pres. and factory mgr.; E. R. Fellows II, asst. gen. mgr.; G. H. Sanborn, sales and serv. mgr.; R. B. Flinn, pub. mgr.; E. W. Miller, cf. engr.; R. N. Roberts, pur. agt.; P. C. Kittredge, traf. mgr.; John Morton, pub. rel. mgr. **Det. Rep.**—S. S. Barton, 319 Fisher bldg. **Chicago Rep.**—J. G. Whitman, 5835 W. North ave. **N. Y. Rep.**—H. W. Nickerson, 2206 Empire State bldg. **Adv. Agcy.**—Hicks & Greist, New York, N. Y. H. L. Hicks, acct. exec.

FELT PRODUCTS MFG. CO., 1504 Carroll ave., Chicago 7, I.. Gaskets, oil seals and packings. A. Mecklenburger, pres. and gen. mgr.; L. C. Weinberg, vice-pres. and wks. mgr.; E. H. Mecklenburger, secy.; C. H. Morris, treas.; Elliot Lehman, sales and adv. mgr.; E. Bahnsen, cf. engr.; R. C. O'Keefe, pur. agt.; H. Simpson, traf. mgr.; S. L. McCandless, pub, rel. mgr. **Det. Rep.**—D. S. Crampton, H. O. Dixon, 19932 Livernois. **Adv. Agcy.**—Van Auken-Ragland & Stevens, 326 W. Madison st., Chicago, Ill. B. F. Stevens, acct. exec.

FERGUSON, INC., HARRY, Racine, Wis. Farm tractors and implements. Harry Ferguson, pres.; C. E. Krause, gen. mgr.; William Alexander, gen. counsel and secy.; Stanley S. Roberts, adv. and sales prom. mgr.; Philip H. Brown, dir. pub. rel.; Bernhard R. Bermann, serv. mgr.; Herman G. Klemm, vice-pres., chief engr. Albert A. Thornbrough, vice-pres. and pur. agt.; James F. May, parts sales mgr.; C. I. Ehinger, traf. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland 15, O. Dolph Jansen jr., acct. exec.

FERRO MACHINE & FOUNDRY, INC., 3155 E. 65th st., Cleveland 27, O. Automotive gray iron castings, C. and D. hot top rings, and jobbing machine shop. John M. Price, chmn. of bd.; E. M. Knapp, pres.; H. B. Myers, vice-pres.; R. J. Myers, vice-pres.; R. H. Weir, secy.; D. L. Heine, treas. and asst. secy.; S. J. Ruddock, pur. agt.; R. E. Miller, asst. pur. agt. **Det. Rep.**—A. Y. Linkner, 5-121 General Motors bldg., Detroit, Mich.

FERRO STAMPING CO., 1367-97 Franklin st., Detroit 7, Mich. Passenger car and truck hardware, window regulators, door locks, hood and rear deck hinges, hood and rear deck locks, truck cowl ventilators, miscellaneous stamped steel assemblies. William C. Deveraux, pres.; Richard C. Deveraux, vice-pres., gen. mgr.; Durwood E. Allen, secy.; Robert Bryant, treas.; Perry J. Starkweather, vice-pres.; Mel G. Kennedy, vice-pres.; Ray A. Nichols, prod. mgr.; Carl C. Fish, cf. engr.; Joseph M. Brown, pur. agt.; Russell Hoffmeyer, plant mgr., Mt. Pleasant div.

FERRY CAP AND SET SCREW CO., 2151 Scranton rd., Cleveland 13, O. Set screws, cap screws, acorn nuts, Shinyland studs, spring bolts, adjusting screws, connecting rod bolts. H. D. North, pres. gen. mgr. and adv. mgr.; J. R. Hayzak, vice-pres. in chge. of mfg.; C. B. Lansing jr., secy-treas.; W. J. Murphy, works mgr.; H. D. North, sales mgr.; H. J. Thiel, pur. agt.; M. Snow, asst. pur. agt.; J. Swinglish, traf. mgr.; R. MacGregor, pub. rel. mgr. **Det. Rep.**—W. M. Leach, 419 Book Tower bldg. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O.

FIBER-GLASS DIV., Libbey-Owens-Ford Glass Co., 608 Madison ave., Toledo 3, O. Continuous drawn fiber-glass yarns and reinforcing strands and super-fine fiber-glass insulation. J. M. Johns, pres. & gen. mgr.; C. F. Hegg, gen. sales mgr.; D. W. Lyon, mgr. textile sales; F. W. Segerstrom, mgr. super-fine sales; Ray Petersen, mgr. order dept.; Don McAnally, mgr. pub. rel. **Det. Rep.**—S. S. Hall. **Adv. Agcy.**—Brooke, Smith, French & Dorrance. John S. Pingel, acct. exec.

FIDELITY INSURANCE CO. OF TENN., 204 Stahlman bldg., Nashville 3, Tenn. Insurance company: Indemnify automobile auctions and their customers against loss by bad checks. N. C. Maney, pres.; W. H. Blitch, vice-pres.; L. B. Bryant, secy.; C. K. Weekley jr., sales mgr. **Adv. Agcy.** — Noble-Dury & Associates Inc., Vendome bldg., Nashville, Tenn. N. W. Brandon, acct. exec.

FIELDER, P. E., MFG. CO., Longview, Tex. Custom tailored auto headlinings. P. E. Fielder, pres. **Adv. Agcy.**—Morrow Wolf, Longview, Tex.

FILTERZONE AUTO VISION CO., 641 Lexington ave., Brooklyn 21, N. Y. Flexible plastic visors for front windshields and rear windows. Henry I. Sobel, gen. mgr.; Milton Sobel, wks. mgr.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

FILTORS, INC., Port Washington, Long Island, N. Y. Subminiature relays, electric governors, adjustable over-speed controls. Cecil P. Molyneux, pres., cf. engr.; Lloyd Aspinwall jr., exec. vice-pres., treas.; Dr. T. C. Hardy, vice-pres.; Abner Grossman, secy.; William Rohloff, wks. mgr. **Adv. Agcy.**—LaPorte & Austin, New York, N. Y.

FIRESTONE PLASTICS CO., P. O. Box 690, Pottstown, Pa. Firestone velon film, sheetings and yarn. Roger S. Firestone, pres.; E. T. Handley, vice-pres.; H. W. Hooper, compt.; K. L. Edgar, gen. sales mgr.; S. G. Keiller, mgr., velon yarn div.; C. F. Edelmann, mgr., velon film and sheetings div.; H. B. Winslow, adv. mgr.; T. A. Henry, sales prom. mgr.; T. F. Storm, pur. agt. **Adv. Agcy.**—Grey Advertising Agency, Inc., New York, N. Y. B. I. Brownold, acct. exec.

FIRESTONE STEEL PRODUCTS, 1200 Firestone blvd., Akron 1, O. Automotive rims, stainless steel containers metal stampings. L. J. Campbell, pres.; P. L. Tracy, compt.; W. H. Vaughn (Wyandotte plant), wks. mgr.; W. DiFederico (Akron plant) wks. mgr.; G. B. Moseley, gen. sales mgr.; W. S. Kidder, sales mgr.; P. M. Murphy, pur. agt. **Det. Rep.**—C. C. Cupp.

FIRESTONE TIRE & RUBBER CO., 1200 Firestone pkwy., Akron 17, O. Tires; tubes for automobiles, trucks, airplanes, farm tractors and implements, earth-moving equipment, industrial trucks; molded and extruded plastics, plastic filaments, films and sheeting; foamed latex cushioning; elastic rubber yarn; mechanical rubber goods; adhesives dispersions and latex compounds; brake lining; rubber fuel cells; automotive and tractor rims, stampings; stainless steel beverage containers. Harvey S. Firestone jr., chmn., chief exec.; Lee R. Jackson, pres.; J. J. Shea, vice-pres. of finance; Raymond C. Firestone, vice-pres. of research; J. E. Trainer, vice-pres. of prod.; H. D. Tompkins, vice-pres. of trade sales; H. M. Taylor, vice-pres. of mfg. sales; Joseph Thomas, secy., gen. counsel; H. H. Hollinger, treas.; C. A. Pauley, compt.; E. B. Hathaway, sales mgr.; G. V. Mead, mdse. mgr.; L. G. Fairbank, asst. gen. sales mgr.; C. B. Ryan, adv. mgr.; H. H. Waters, dir. of engrg.; R. W. Koch, dir. of pur.; Norman Smith, pur. agt.; R. W. Wettstyne, traf. mgr.; W. D. Hines, pub. rel. mgr. **Det. Mgr.**—D. J. Hutchins, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—Sweeney & James, Cleveland, O.

FIRMAN LEATHER GOODS CORP., 122 5th ave., New York 11, N. Y. Mfrs. of Maximillian Bonded Luggage. Ladies' and men's matched automobile luggage. Philip D. Firman, pres.; Milton Wynn, vice-pres., sales mgr.; Jay Firman, secy.-treas. **Adv. Agcy.** — Mann-Ellis Adv. Agency, New York, N. Y. K. J. Mann, acct. exec.

FIRTH STERLING INC., 3113 Forbes, Pittsburgh 30, Pa. High speed steels, tool and die steels, stainless specialties, high temperature alloys and cermets, Sintered Tungsten and chromium carbides. K. D. Mann, pres.; T. G. Barnes, vice-pres., sales; J. T. O'Brien, vice-pres., production; H. R. Huemme, secy.-treas.; J. M. Stokes, asst. sales; J. S. Roller, asst. sales; T. E. Pickering, adv. mgr.; sales prom. mgr.; J. E. Hartman, asst.; Owen K. Parmiter, Steel div. chief engr.; M. L. Backstrom, Carbide div., chief engr.; H. K. Stern, pur. agt. **Det. Rep.** — J. P. Sweeney, mgr., 8330 W. Chicago blvd. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. Robert M. Jenkins, acct. exec.

FISH CARBURETOR CORP., P. O. Box 1751, Daytona Beach, Fla. Carburetors, mileage testers. J. Robert Fish, pres. and sales mgr.; Madelyn B. Welch, secy.; Aelred B. Fish, treas.

FISHER BODY DIV., General Motors Corp., General Motors bldg., Detroit 2, Mich. Automobile bodies. J. E. Goodman, gen. mgr. of Fisher Body Div., and vice-pres. General Motors Corp.; J. P. Wines, gen. dir. of pub. rel. and adv.; J. H. Wernig, cf. engr.; J. B. Hildebrand, gen. dir, purch. div. **Adv. Agcy.** — Kudner Agency, Inc., New York, N. Y. E. J. Owens, acct. exec.

FISK TIRE CO., Div. of United States Rubber Co., Rockefeller Center, New York 20, N. Y. Passenger car tires and tubes; truck, bus and tractor tires and tubes. H. E. Humphreys jr., pres.; H. G. Smith, exec. vice-pres.; W. M. Doughtery, secy.; H. M. Kelton, treas.; J. W. McGovern, vice-pres.; H. N. Hawkes, vice-pres., gen. mgr. tire div.; W. O. Green, gen. sales mgr., tire div.; J. A. Boll, sales mgr.; L. B. Lillie, asst. sales mgr.; A. Y. P. Garnett jr., market development mgr.; J. R. Tully, mdse. mgr.; P. F. Lee, sales oprns. mgr.; D. E. Detweiler, adv. and sales prom. mgr. **Det. Rep.**—R. J. Code jr., 2121 W. Fort st. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. Duncan Ross, acct. exec.

FITZGERALD MFG. CO., Torrington, Conn. Gaskets, oil seals, grease retainers. P. J. Fitzgerald, pres.; M. D. Fitzgerald, vice-pres.; M. F. Fitzgerald, secy.-treas.

FITZSIMONS MFG. CO., 3775 E. Outer dr., Detroit 34, Mich. Formed tubular parts and assemblies, light and medium stampings. S. J. Fitzsimons jr., pres., gen. mgr.; H. B. Howenstein, vice-pres., sales mgr.; J. W. Fitzsimons, secy.; F. Sinning, wks. mgr.; L. J. Kroha, cf. engr.; J. C. Richards, pur. agt.

FIVE STAR MANUFACTURING CO., 314 9th ave., N., Grand Forks, N. Dakota. Freeman headbolt engine heater and external-type engine heaters (FE 2) and (EX 101). W. S. Kincade, pres., gen. mgr.; H. E. Smith, vice-pres.; Ludwig Kozecek, wks, mgr.; F. R. Clark, sales mgr.; W. E. Walhood, asst. sales; Frank Holmes, pur. agt.

FLEXON PRODUCTS CORP., 249 W. 34 st., New York 1, N. Y. Display and pricing kits for the automotive trade. B. R. Schrift, pres, and gen. mgr., pur. agt.; K. J. MacDonald, vice-pres. and treas.; D. D. McDonald, secy, and wks. mgr.; John J. Murray ,sales mgr. **Det. Rep.**—Earl Rose, 15382 Robson ave., Detroit 27, Mich. **Adv. Agcy.**—Picard Adv. Agency, 250 W. 57th st., New York. Wm. Maruin, acct. exec.

FLEX-O-TUBE, Div. of Meridan Corp., 750 14th st., Detroit 16, Mich. Flexible rubber fuel lines, oil lines, brake hose assemblies, hydraulic steering. D. W. Hamilton, vice-pres., wks. mgr.; W. W. Wasson, vice-pres., sales mgr.; P. C. Poole, compt.; M. G. Schwab, asst. sales; T. R. Reagan, cf. engr.; T. J. Guirey, pur. agt. **Det. Rep.**—A. W. Palmer, 750 14th st.

FLINK CO., 502 N. Vermillion, Streator, Ill. Spreaders for sand and other material, three-wheel tractors with attach-

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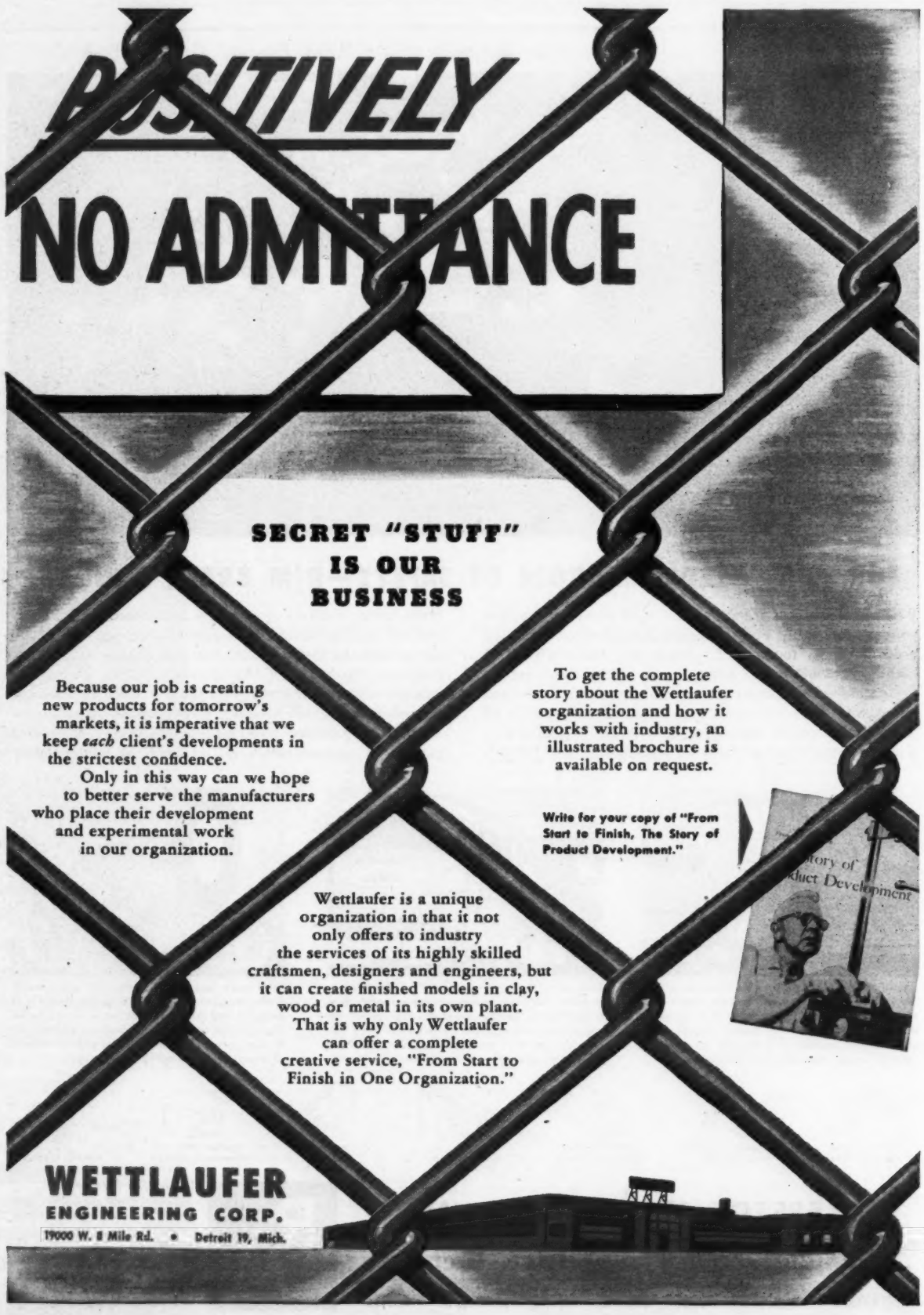

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ments. Allen R. Flink, owner; W. H. Immel, gen. mgr.; R. R. Roudebush, sales mgr.; D. R. Mueller, pur. agt. **Adv. Agcy.**—Biddle Co., 814 North Main st., Bloomington, Ill.

FLINTKOTE CO., 30 Rockefeller plaza, New York 20, N. Y. Rubber and asphalt adhesives, sound deadening felts, spray-on deadeners, rubber cements, body protective coatings, sealers, mastics, underbody coatings. I. J. Harvey jr., pres.; F. H. Neher (Ind. Prod. Div.), vice-pres.; G. K. McKenzie, vice-president and secy.; C. W. Gregg, vice-pres. and treas.; A. J. Healey, automotive sales mgr.; D. L. Holmes (Ind. Prod. Div.), adv. mgr. **Det. Rep.**—V. J. Hardig, C. T. Bloom, 14201 Schaefer hwy. **Adv. Agcy.**—Marschalk & Pratt Co., New York 17, N. Y.

FLOWER CITY SPECIALTY CO., 158 Hollenbeck st., Rochester 1, N. Y. Tire chain links and clamps, self-closing Monkey Links. Harold J. Nagle, pres.; Reginald A. Nagle, vice-pres., treas.; Herman Oetrye, pur. agt.

FLUID HEAT AUTOMOTIVE DIV., Archer Fest Products, Inc., 6500 Eastern ave., Baltimore 24, Md. Cargo heaters, coolant heaters. W. F. Brannan, pres.; G. B. Ferris, secy.; C. W. Burton jr., exec. vice-pres.; C. J. Gross, treas.; J. S. Case, vice-pres. and wks. mgr.; C. E. Woolen jr., J. J. Albright, asst. sales mgrs.; Thos. F. May, adv. mgr.; D. L. Wooden, cf. engr.; C. A. Bishop, pur. agt.; F. J. Read, asst. pur. agt.; R. M. Pilson, traf. mgr. **Adv. Agcy.**—VanSant, Dugdale & Co., Inc., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FLXIBLE CO., N. Water st., Loudonville, O. Intercity buses, bus seats, transit buses, guardian lockers, special display and land cruiser coaches. H. H. Young, pres. and gen. mgr.; O. P. Paullin, secy.-treas.; Thos. P. Butler, vice-pres. and asst. gen. mgr.; H. S. Young, vice-pres., in chge. of mfg.; Glenn F. Crow, vice-pres., chge. of sales; W. S. Roach, vice-pres. in chge. of engrg. and indus. rel.; R. H. Casner, vice-pres. in chge. of pur.; Joe F. Gettrust, sales mgr., Western Div.; Harry B. Budd, sales mgr., Eastern Div.; J. S. Fuller, sales mgr. Spec. Coaches; J. R. Tschantz, sales mgr. Export Coaches; Richard Geiselman, sales mgr. Guardian Lockers; Earl Buchanan, Coach Distrib.; William Sellner, adv. mgr.; Paul H. Dudte, parts and serv. mgr.; R. D. Neiderhiser, cf. research and experimental engr.; R. Sigafoo, cf. engr.; D. Fulmer, traf. mgr. **Det. Rep.**—B. B. Shafer, 17387 Cooley, Detroit 19. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. Art Palm, acct. exec.

FONTAINE TRUCK EQUIPMENT CO., INC., 1232 North 37th pl., Birmingham, Ala. "No-Slack" fifth wheel, heavy duty machinery trailer, "Auto-Load" brick body. J. P. K. Fontaine, pres.; Virginia Peters, secy.; Robert A. Fontaine jr., sales mgr.; C. H. Mooney, chief engr. **Adv. Agcy.**—Barnett & Barnett, Birmingham, Ala.

FORD CHAIN BLOCK DIV., American Chain & Cable Co., Inc., York, Pa. Hand-operated and electric hoists. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; W. D. Kirkpatrick (York, Pa.), E. J. Williams (N. Y.), vice-presidents; A. C. Laske (Bridgeport, Conn.), secy.; Stanley Mann (Bridgeport, Conn.), treas.; S. J. Woodworth (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport, Conn.), adv. mgr.; Clifford G. Strote (Bridgeport, Conn.), dir. of pur.; M. C. Ness, asst. dir. of pur. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago 11, Ill. Wallace Meyer, acct. exec.

FORD DIV., Ford Motor Co., 29500 Plymouth rd., Box 608, Dearborn, Mich. Passenger cars and trucks. L. D. Crusoe, vice-pres. and gen. mgr.; M. L. Wiesmyer, gen. mfg. mgr.; J. O. Wright, asst. gen. pur. agt.; W. D. Singleton, asst. gen. mfg. mgr.; J. B. Howard, prod. mgr.; A. E. Conn, gen. pur. agt.; J. P. Stanton, pur. agt.; mach, parts, hdwr., rubber and non-prod. materials; L. J. Heinle, pur. agt., stampings, small assemblies, elec. and trim; H. L. Kohlmeier, pur. agt., service parts and acc.; G. A. Moss, prod. control mgr.; O. S. Waud, mfg. engrg. mgr.; H. M. Splawn, quality control mgr.; W. A. Folsom, asst. gen. mfg.; M. B. Cline, mfg. planning mgr.; Chase Morsey jr., mgr. prod. planning and programming; Valentine McCabe, plant engrg. mgr.; M. M. Dean, tech. services mgr.; E. G. Ward, parts and acc. mgr.; O. B. Higgins, operating mgr., parts and acc. oprns.; L. W. Smead, gen. sales mgr.; F. J. McGinnis, adv., sales prom. and training; C. E. Bowie, field oprns.; G. C. Eldredge, adv. mgr.; H. D. Hubbs, asst. parts and acc. mgr.; R. W. Hickl, mdse. mgr., parts and acc. oprns.; G. P. Montagnet, car sales mgr.; W. E. Kimbrough, truck sales mgr.; D. C. Burdette, parts and serv. sales mgr.; E. C. Simons, govt. sales mgr.; C. J. Seyffer, asst. gen. sales mgr., dealer rel.; Guy Hamilton jr., asst. gen. sales mgr.; planning and analysis; C. T. Doman, serv. mgr.; Joseph Bara, sales distr. mgr.; C. H. O'Donohue, fleet sales mgr.; J. J. Kaye, mfg. standards mgr.; T. J. Morcom, traffic mgr.; Holmes Brown, pub. rel. mgr.; M. W. Welty, mgr. ind. rel.; E. B. Rickard, div. control; T. H. Holden, product planning mgr.; R. G. Eggert, program planning mgr.; A. W. Menkel jr., asst. to gen. mgr.; R. S. McNamara, asst. gen. mgr.

FORD MOTOR CO., 3000 Schaefer rd., Dearborn, Mich. Automobiles, trucks parts. Henry Ford II, pres.; E. R. Breech, exec. vice-pres.; J. S. Bugas, vice-pres. indus. rel.; L. D. Crusoe, vice-pres. and gen. mgr. of the Ford div.; J. R. Davis, vice-pres. and group exec.; I. A. Duffy, vice-pres. and gen. mgr. of the Tractor and Implement div.; John Dykstra, vice-pres. and group exec.; Benson Ford, vice-pres. and gen. mgr. of the Lincoln-Mercury div.; William C. Ford, vice-pres. and gen. mgr. of the Special Product div.; Wm. T. Gossett, vice-pres. and gen. counsel; D. S. Harder, vice-pres., mfg.; S. W. Ostrander, vice-pres. and group exec.; R. H. Sullivan, vice-pres. and group exec.; W. A. Williams, vice-pres., sales and adv.; T. O. Yntema, vice-pres., finance; A. J. Wieland, vice-pres. and gen. mgr., International div.; E. S. MacPherson, vice-pres., engrg.; L. E. Briggs, treas.; C. J. Fellrath, secy.; C. F. Moore jr., dir. of pub. rel.; A. L. Gornick, dir. of tax affairs, tax counsel; R. E. Krafve, asst. gen. mgr., Lincoln-Mercury div.; T. R. Reid, dir. of civic affairs; G. J. Lynch, dir. of the Office of Defense Products and Governmental Relations Mfg. div.; J. C. Thrasher, gen. mgr., Dearborn General Manufacturing div.; K. D. Cassidy, gen. mgr., Steel div.; A. C. Moore, gen. mgr., Aircraft Engine div.; Robert J. Hampson, gen. mgr., Chassis Parts div.; M. L. Katke, gen. mgr., Automatic Transmission div.; K. J. Puffer, plant mgr., Mound Road plant; Walter Johnson, plant mgr., Canton Forge; A. J. Hole, gen. mgr., Metal Stamping div.; C. H. Patterson, gen. mgr., Engine and Foundry div.; W. H. Simpson, gen. mgr., Parts and Equip. Mfg. div.; K. E. Scott, gen. mgr., Mfg. Services div.; John A. Swint, mgr., Livonia Automatic Transmission plant. **Adv. Agencies**—Kenyon and Eckhardt, Penobscot bldg., Detroit; J. Walter Thompson Co., Dime bldg., Detroit.

FORD INTERNATIONAL, Ford Motor Co., 445 Park ave., New York 22, N. Y. A. J. Wieland, vice-pres. and gen. mgr.; H. A. Bolenski, dir. of engrg.; F. J. Cort, dir. of the mfg. office; To Be Appointed, dir. of finance; W. S. Thompson, dir. of indus. rel. and organizational planning; C. E. Dalton, dir. of sales and distrib.; T. G. Eybye, reg. dir. for Latin America and the Orient; J. J. Welker, special rep. for England, France and Germany; W. L. McKee, reg. dir. for Europe and the Near East; R. M. Campbell, gen. atty.; H. P. Doty, mgr., pub. rel. dept.; H. E. Jones, mgr., export oprtns.; M. R. Dull jr., mgr., overseas distrib. branch; H. O. Lund, mgr., foreign products branch.

FOREMAN, INC., P. O. Box 789, York, Pa. Rear axle and propeller shafts. E. I. Kraber, pres.; J. W. Hennessey, vice-pres. and gen. mgr.; D. L. Shultz, prod. mgr.; E. R. McDowell, asst. secy.

FORMSPRAG CO., 23601 Hoover rd., Van Dyke, Mich. Over-running clutches. J. Lawrence Buell jr., pres.and gen. mgr.; Theodore M. Templeton, treas.; Elroy O. Jones, secy.; Leo Szady, chief engr. **Adv. Agcy.**—Holden, Clifford, Flint, Inc., 16180 Wyoming ave., Detroit 21, Mich. Robert LaRue, acct. exec.

FOSTORIA PRESSED STEEL CORP., Fostoria, O. Infra-red drying and baking equipment, lighting equipment, pumps. R. J. Carter, pres.; E. L. Bates, vice-pres., secy.; W. Hartzel, asst. treas.; R. H. Carter, vice-pres.; H. Turner, wks. mgr.; D. E. Kralovec, sales mgr., automotive refinish div.; P. Krupp, adv. mgr.; R. E. Estabrook, sales prom. mgr.; I. J. Barber, chief engr. and vice-pres.; R. Hill, pur. agt.; P. Jones, traf. mgr. **Det. Rep.**—Fostoria Pressed Steel Corp. (Factory Branch), 47 E. Canfield. **Adv. Agcy.**—Howard Swink, Inc., Marion, O. Paul W. Kohler, acct. exec.

FOUR WHEEL DRIVE AUTO CO., Clintonville, Wis. Four-wheel-drive trucks, fire engines, earth boring and line construction and maintenance units, winches, derricks, trailers (utility), utility small tools and accessories. W. A. Olen, chmn. of bd.; R. A. Olen, pres., gen. mgr.; James A. Driessen, adm. vice-pres.; S. H. Sanford, secy.; G. F. DeCoursin, gen. sales mgr.; H. G. Engel, asst. gen. sales mgr.; A. J. Danley, adv. and sales prom. mgr.; C. J. Glocke, dir. of serv.; R. W. Ruiseh, dir. of parts; G. D. Simonds, chief of engrg.; L. J. Pinkowsky, pur. agt. **Adv. Agcy.**—The Brady Co., 12th Floor, Zuelke bldg., Appleton, Wis. R. H. Brady, pres.

FOX PRODUCTS CO., 4720 N. 18th st., Philadelphia 41, Pa. Battery chargers, tripod, automatic watering trough valve, other metal specialties. J. B. Godshalk, pres.; E. C. Reichard, vice-pres.; T. P. Townsend, secy.; L. S. Hertzler, treas.; D. W. Ogilvie, vice-pres. in chge. of sales; L. A. Medlar, design engr.; Manuel Katz, serv. mgr.; J. B. Godshalk, vice-pres., engr.; J. G. Blumenthal, pur. agt. **Adv. Agcy.**—Rolley & Reynolds, Inc., Philadelphia, Pa.

FRAM CORP., Providence 16, R. I. Oil, air, fuel and water filters and replacement cartridges. Steven B. Wilson, pres.; T. H. Belling, exec. vice-pres.; T. Edward Aldham, vice-pres., secy.; James E. Bigwood, vice-pres., treas.; A. F. Pettet, vice-pres., gen mgr.; Bruce C. Miller, vice-pres. in chge of pur.; Howard E. Robinson, vice-pres., chge. of sales.; R. T. Kosten, sales mgr. (jobber div.); Harry K. Nagel, sales mgr. (export div.); Lester F. Barnes, adv. mgr.; W. S. James, vice-pres., chge. of engrg.; William Arnold, traffic mgr. **Mfrs. Sales Div.** — Fram Corp., Dexter 2, Mich. Ralph H. Card, vice-pres.; R. G. Hogan, sales mgr. **Adv. Agcy.**—VanSant, Dug-

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Who's Who in Auto Industry

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dale & Co., Inc., 15 East Fayette st., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FRANKLIN BODY & EQUIPMENT CORP., 1042 Dean st., Brooklyn 38, N. Y. Ambulances, mobile dental labs, hospitals and blood banks, refrigerated bodies, police patrol units and van bodies. Max Raskin, pres., treas.; Barnett Parker, vice-pres.; Leon Raskin, secy.; J. Seigel, wks. mgr.; Wm. Raskin, sales mgr.; Barnett Parker, pur. agt.; Daniel Giannetti, traf. mgr. **Adv. Agcy.**—Givaudan Co., New York, N. Y.

FRANKLIN MANUFACTURING CO., INC., 65 Twenty-second N. E., Minneapolis 12, Minn. Battery chargers, testing equipment (electrical), oil changers. M. L. Pugh, pres.; R. G. Pugh, vice-pres. (refrigeration), gen. mgr.; L. Pugh, secy.; I. Proulx, treas.; K. Dawkins (automotive) gen. mgr.; D. Rousan, wks. mgr.; J. Hammond, sales mgr.; W. C. James, asst. sales.; E. J. Peterson (automotive) cf. engr.; R. Pfeifer, (refrigeration) cf. engr.; B. W. Alwin, pur. agt.; J. West, parts and acc. mgr.; T. Hackney, traf. mgr.

FRASER PRODUCTS CO., 501 W. Chisholm st., Alpena, Mich. Seat covers, floor coverings, rear compartment mats. L. H. Diehl, pres., gen. mgr.; J. L. Barrett, W. E. Ritter, L. H. Diehl jr., vice-presidents; E. W. Diehl, secy.-treas.; Herman Baehr, wks. mgr.; R. A. Blanchard, sales and adv. mgr.; C. H. Strauss, pur. agt. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich. Richard Werner, acct. exec.

FREEMAN & FREEMAN, INC., 600 Grant st., Denver 3, Colo. Porcelainize. William A. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; Kenneth A. Carter, gen. mgr.; A. E. Bugenhagen, wks. mgr. **Adv. Agcy.**—George S. Minot, Adv., Alameda, Calif.

FREMONT RUBBER CO., 300 McPherson hwy., Fremont, O. Rubber tile, vinyl plastic cove base, rubber tile adhesive, foam rubber, plastics, sponge rubber rug cushion. R. P. Johnson, chmn. of bd.; A. O. Dittman, pres.; W. C. Gilbertson, vice-pres. sales; J. T. Drusback, pur. agt. **Adv. Agcy.**—Besson-Reichert, Inc., Toledo, O. A. E. Gross, acct. exec.

FRICK-GALLAGHER MFG. CO., Wellston, O. Steel shelving, parts bins, rotating bins, rotating nail bins, rotating drill rod racks, rotating tube racks, warehouse tables, pallet racks. Joe P. Gallagher, pres.; Harold J. Geitz, vice-pres., gen. mgr.; Paul H. Frick, secy.-treas., adv. and sales mgr.; W. S. Phillips, wks. mgr.; E. L. Forstner, asst. sales. adv. mgr.; E. H. Mount, cf. engr.; Jos. Carey, pur. agt. **Det. Rep.**—Vern Willard, 6432 Cass ave. **Adv. Agcy.**—John P. Eldridge, 1015 Packard bldg., Philadelphia 2, Pa. John P. Eldridge, acct. exec.

FRIEZ INSTRUMENT DIV., BENDIX AVIATION CORP., 1400 Taylor ave., Baltimore 4, Md. Meteorological instruments, thermistors, liquid level alarms and indicators, recorders. LeRoy D. Kiley, gen. mgr.; John W. Hammond, gen. sales mgr.; L. E. Wood, cf. engr.; H. J. Grady, pur. agt.; George Kerr, service-sales supervisor. **Adv. Agcy.**—MacManus, John and Adams, Fisher bldg., Detroit, Mich.

FRIGIKAR CORP., 1602 Cochran, Dallas, Tex. Refrigerated car air conditioner. Bert T. Mitchell, pres.; Murray B. Samuell, vice-pres.; Derrill G. Elmore, secy. and treas.; Barron Moody, gen. mgr.; Virgil W. Butler, parts and acc. mgr.

FRUEHAUF TRAILER CO., 10940 Harper ave., Detroit 32, Mich. Truck trailers, truck bodies, truck tanks. Roy Fruehauf, pres.; H. R. Fruehauf, 1st vice-pres.; Fred Burnham, vice-pres., contr.; Roy W. Jacobs, vice-pres., secy.; Luther Lawrence, asst. treas.; C. L. Schneider, vice-pres., dir. sales; H. R. Badger, vice-pres. in chg. gov't contracts; F. S. Neumann, sales mgr.; F. J. Marshall, serv. mgr.; A. E. Williams, vice-pres., dir. engrg.; Carl Koelsch, vice-pres., dir. pur.; A. L. Rich., traf. mgr. **Det. Rep.**—D. B. Walter, W. Fort and Swain. **Adv. Agcy.**—The Allman Co., Inc., Detroit.

FRY-DULUTH, INC., Duluth, Ga. Seat covers. M. W. Pittard, pres., gen. sales mgr.; V. H. Hoagland, res. mgr.; A. Y. Pittard, vice-pres., prod. mgr.

FRY PRODUCTS, INC., 5765 Woodward, Detroit, Mich. Seat covers. W. L. Fry sr., pres., sales mgr.; Leo Easterman, vice-pres., cf. engr.

FUELCHARGER CORP., 8800 Grinnell ave., Detroit 13, Mich. Gasoline injection systems for spark ignitions engines, automatic speed-density air-fuel mixture controls, quick-come apart, easy clean nozzles, etc. Ben G. Parsons, pres.; M. D. Parsons, vice-pres., treas.; J. A. Mallory, secy., J. J. Smith, cf. engr. **Adv. Agcy.**—F. W. Marschner, Fisher bldg., Detroit, Mich.

FULLER MFG. CO., Prouty st., Kalamazoo 13F, Mich. Truck transmissions. J. Seton Gray, chmn. of bd.; E. L. Ludvigsen, pres.; Harold E. Brey, exec. vice-pres.; W. E. Niness, vice-pres., sales; T. Backus, vice-pres., engrg.; E. A. Pullan, secy. and treas.; M. F. Payne, wks. mgr.; J. A. Packard, sales mgr. (original equip.); L. C. Butler, sales mgr. (serv.); B. S. Tooker, serv. mgr.; F. H. Havens, transmission engr.; R. B. World, pur. agt.; J. L. McDonald, asst. pur. agt. **Adv. Agcy.**—Spencer Curtiss, Inc., Indianapolis, Ind.

FULLER TOOL CO., 4000 W. Eleven Mile rd., Berkley, Mich. Special cutting tools of high-speed steel and tungsten carbide. Walter Fuller, gen. mgr.; Wm. Fuller, prod. mgr.; Edward Fuller, sales mgr.; James, George and Ernest Fuller, all partners; John Marlin, pur. agt. **Adv. Agcy.** — Marvin Hahn Agency. John Rogers, acct. exec.

FULTON CO., THE, 1912 S. 82nd st., Milwaukee 14, Wis. Sun shields, trailer couplings and hitches, bumper clamps, accelerator pedals, steering knobs, jet aerial boosters, trailer tongue stands, mirror glareshields, traffic light finders, auto garment hanger, frame bumper hitch. S. A. Fulton, pres., treas., gen. mgr.; A. L. Fulton, vice-pres., adv. mgr., asst. gen. mgr.; L. M. Fidler, secy.; B. Weber, wks. mgr.; G. E. Worcester, dir. of sales prom.; Howard Rieman, cf. engr.; J. N. Johnson, pur. agt. **Adv. Agcy.**—Bert S. Gittins Adv. Agcy., Milwaukee, Wis.

FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co., 2400 Cumberland ave., Knoxville 1, Tenn. Bellows, bellows devices, seals, automotive thermostats. John Robertshaw, pres.; J. V. Geisler, exec. vice-pres.; J. R. Holcombe, asst. secy.; R. A. Sterling, asst. treas.; L. L. Davies, factory mgr.; S. W. Steele, gen. opr. mgr.; F. G. Cross, vice-pres., sales; G. L. Ogdin jr., asst. sales mgr.; E. D. Rogers, adv. mgr.; L. M. Puster, cf. engr.; Raphael Semmes, pur. agt.; F. W. Coker, asst. pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.** — George F. Schnell, 2650 W. Grand blvd., Detroit. **Adv. Agcy.** — Griswold-Eshleman Co., Cleveland O.

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G. M. MANUFACTURING CO., INC., 1308 43rd ave., Long Island City 1, N. Y. Tire and compression gauges, valve caps, tire valve tools, paint sprayers, tire pumps, valve grinders, drills, saws, wrench sets, arbors, chucks, drill attachments, hobby bench grinders, hobby hammers, hobby hand drills, hobby pliers, 3-in-1 screw drivers, plumb bob, 4-in-1 screw drivers, 6-in-1 utility hammer, ball pein; 6-in-1 utility hammer claw; chisel sets, wood carving sets; faucets, water hose for gardens. Geo. S. Iskyan, pres., treas., gen. mgr.; R. W. Russell, vice-pres., wks. and adv. mgr.; Leo G. Wolfensohn, vice-pres., sales mgr.

GMC TRUCK & COACH DIV., 660 South blvd. E., Pontiac, Mich. Light, medium and heavy trucks (gas and diesel); intercity and parlor coaches (gas and diesel); parts for above. P. J. Monaghan, gen. mgr.; V. P. Blair, div. compt.; T. E. Wilson, gen. mfg. mgr.; R. C. Woodhouse, gen. sales mgr. (trucks); A. A. Shantz, asst. gen. sales mgr. (trucks); E. P. Crenshaw, gen. sales mgr. (coaches); A. S. McEvoy, asst. sales mgr. (coaches); L. W. Beck, adm. asst. gen. sales mgr. (trucks); H. T. DeHart, adv. mgr. (trucks); E. W. Hall, adv. mgr. (coaches); W. L. Vande Water, eastern regional mgr. (trucks); J. E. Singer, southern regional mgr. (trucks); J. M. Gilroy, central regional mgr. (trucks); G. W. Sheldon, western regional mgr. (trucks); C. J. Bock, cf. engr.; J. P. McManus, dir. of pur.; P. S. McNeilis, asst. dir., pur. **Adv. Agcy.**—Kudner Agency, Inc., 575 Madison ave., New York, N. Y.

GABRIEL CO., 1148 Euclid ave., Cleveland 3, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, exec. vice-pres., sales mgr.; C. R. Wefler, secy.-treas.; E. L. Beecher, vice-pres. engrg.; I. J. Samuelson, wks. mgr.; Ralph Whisler, cf. engr.; Howard Guerin, dir. of pur.; C. C. Lowry, contr. **Det. Rep.** — E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Hubbell Adv. Agency, 1900 Euclid ave., Cleveland, O.

GAGNIER FIBER PRODUCTS CO., 10151 Capital ave., Oak Park 37, Mich. Fasteners for attaching trim and insulator panels, mouldings, etc., to metal structure. George E. Gagnier, pres.; F. T. Gagnier, vice-pres.; N. M. McCubbin, secy.-treas.; R. E. Scott, engr.

GALE HALL ENGINEERING, INC., North Hampton, N. H. Mile-o-meters, vacuum gauges, compression gauges. Charlton D. Putnam, pres.; Blair R. Macomber, treas. **Adv. Agcy.** — Central Advertising Service, Boston, Mass. Robert Aronson, acct. exec.

GALION ALLSTEEL BODY CO., S. Market, Galion, O. Hydraulic hoists, platform bodies, hydraulic tailgates, conversion hoists, semi-trailer bodies, garbage bodies, steel dump bodies, telescopic hoists, rock bodies. C. H. Henkel, chmn. of bd.; O. C. Henkel, pres. and treas.; W. C. Mason, secy. and asst. treas.; D. K. Scott, vice-pres.; E. E. Smalley, mgr. of sales prom.; C. I. Howman, mgr. distrib. sales and traf. mgr.; V. K. Gaston, mgr. truck mfgs. and fleet sales; J. E. Jack, pur. agt.; W. A. Herpich, mgr. of mfg.; H. N. Lust, personnel mgr.

GANTNER INDUSTRIES, INC., 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers, auto Kleen-site for windows and windshields. Edward G. Gantner sr., pres., treas.; Robert J. Gantner, Edward G. Gantner jr., vice-presidents; A. Klobucar, asst. secy., pur. agt.; John A. Stoeller, asst. treas. and sales mgr. **Det. Rep.**—Dwight M. Nelson Corp., 1410 Fisher bldg., Detroit, Mich.

GAR WOOD INDUSTRIES, INC., Wayne, Mich. Hydraulic hoists, dump bodies, "load-packer" garbage bodies, truck winches, pole derricks and truck cranes. E. F. Fisher, pres.; E. R. Leeder, exec. vice-pres.; E. B. Hill, vice-pres. sales; J. W. Considine, treas.; R. G. Hostetter, dir. ind. rel.; A. F. Dries, adv. mgr., and sales prom.; G. D. Shaeffer, vice-pres., cf. engr.
Wayne Division: Wayne, Mich. G. C. Wilhide, div. mgr.; W. S. Blakeslee, div. sales mgr.; Stan Larsen, mgr. ind. rel.; L. J. Krantz, div. serv. mgr.; Thomas Akmon, traf. mgr.
Richmond Division: Forth & Wright sts., Richmond, Calif. M. Shepard, div. mgr.; D. J. Byrd, div. sales mgr.; E. G. Hirtle, cf. engr.; E. H. Bancroft, mgr. ind. rel. **Adv. Agcy.** — Bingham Technical Adv., Detroit, Mich. Wm. Featherston, acct. exec.

GARDNER DISPLAYS CO., 477 Melwood st., Pittsburgh 13, Pa. Exhibits, animated models, training aids, point of sale displays. M. C. Stetter, chmn. of bd.; G. C. Stetter, pres.; J. M. Crookston, secy.-treas.; Emil Egerter, plant supt.; John T. Zezinka, pur. agt. **Det. Rep.**—Gardner Displays Co., Frank T. Noftz, 810 Book Tower bldg., Detroit 26. **Adv. Agcy.**—W. Craig Chambers, Inc., Pittsburgh 19, Pa. Lloyd C. Chapman, acct. exec.

GATES RUBBER CO., THE, 999 S. Broadway, Denver 17, Colo. Fan belts, radiator and heater hose for cars and trucks and fractional HP belts for light machinery and equipment. C. C. Gates, pres.; John Gates, secy.-treas.; Charles Korsoski, vice-pres. (automotive and hardware div.); D. D. Minshall, sales mgr. (automotive div.); Ralph Heckman, adv. mgr.; R. L. Shelton, dir. of pur.; W. H. Button, traf. mgr.

GAY-LORD AUTOMOTIVE DIV., Gaylord-Shelton, Inc., 1918 Prairie ave., Chicago 16, Ill. Wire wheel discs, wheel discs.

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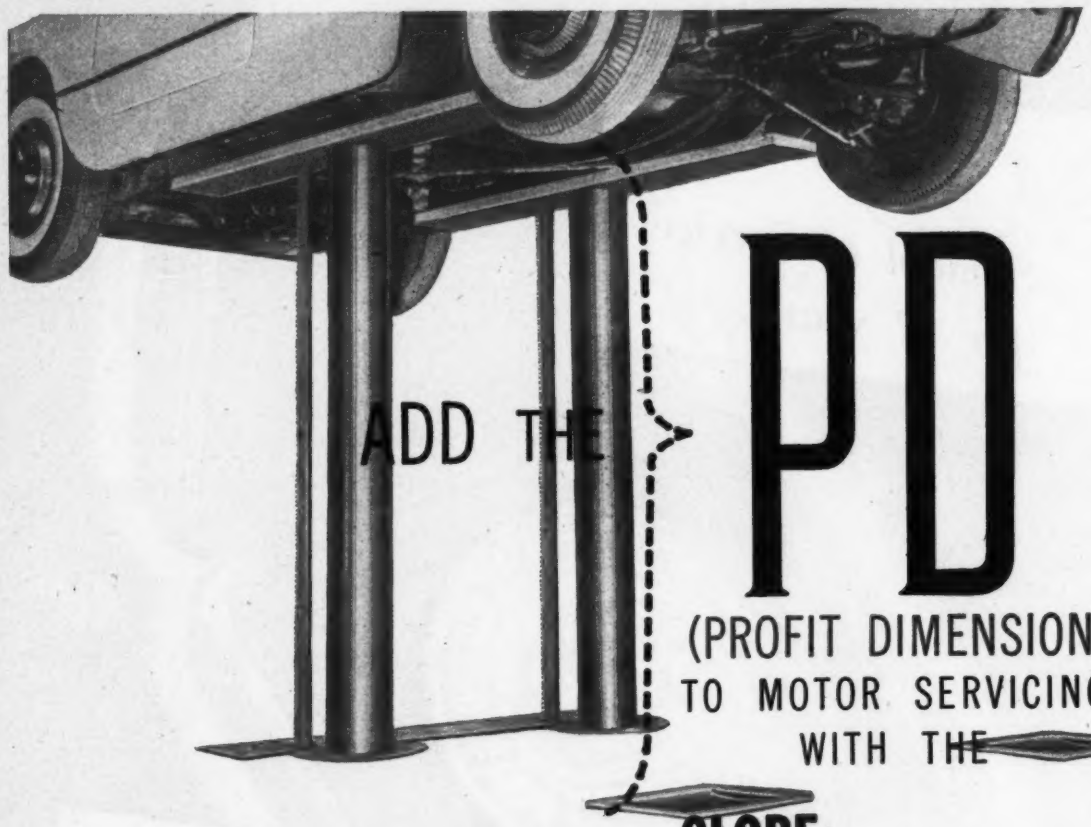

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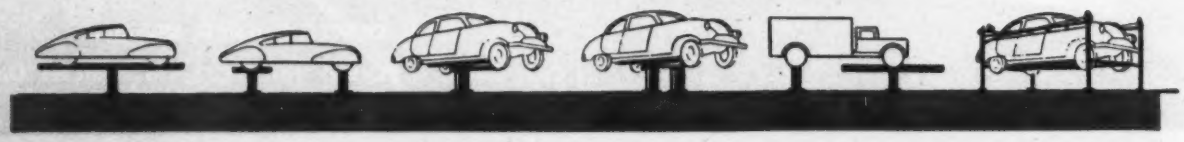

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headlight domes, other automotive items and accessories. R. K. Gaylord, pres.; Irving Richard Green, exec. vice-pres.; James K. Gaylord, vice-pres.; James R. Cunningham, sales mgr. **Adv. Agcy.** — Ross Roy, Inc., Chicago, Ill. Richard H. Jacobs, acct. exec.

GEAR GRINDING MACHINE CO., 3901 Christopher, Detroit 11, Mich. Universal joints (constant velocity); geargrind machines for grinding gears, splines, rods, serrations, contract custom grinding, etc. E. D. Leon, pres.; D. D. Felske, vice-pres. sales; L. C. Hatch, secy.-treas.; R. J. Welke, pur. agt.; W. F. Wilson, gen. wks. mgr. **Adv. Agcy.** — Holden-Clifford-Flint, Inc., Detroit. Robt. LaRue, acct. exec.

GEHRINGER & FORSYTH, 16151 James Couzens hwy., Detroit 21, Mich. Wool and synthetic fabrics, genuine leather, decorative plastics, upholstery buttons, nichrome heat resisting castings and fabrications, wire mesh belts. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

GEM MFG. CO., 2535 E. State st., Chicago 16, Ill. Automobile hood ornaments, bicycle ornaments, auto accessories, automobile grille ornaments. Sam Menashe, pres.; Lillian Menashe, secy.-treas.

GEMMER MFG. CO., 6400 Mt. Elliott ave., Detroit 11, Mich. Steering gears. Frederick M. Hammond, pres., gen. mgr.; William A. Blume, vice-pres. sales; Chas. F. Hammond jr., vice-pres. engrg.; Edward P. Hammond jr., secy.; Peter P. Lilicy, contr.; John W. Gunn, serv. mgr.; Frank I. Webster, pur. agt.; Robert Berry, asst. pur. agt. **Adv. Agcy.**—Witte & Burden, Detroit.

GENERAL ARMATURE & MANUFACTURING CO., Lock Haven, Pa. and Mill Hall, Pa. Armatures, generators, starters, field coils, fractional horsepower motors and electric rotating motors designed for special application. E. F. Enright, pres. and treas.; W. J. Skamarak, exec. vice-pres., gen. mgr.; A. C. Potratz, secy. and asst. treas., pur. agt., wks. mgr.; R. G. Roney, gen. sales mgr.; T. W. Ramsey, cf. engr. **Adv. Agcy.** — Cahn-Miller, Inc., 413 North Charles, Baltimore 1, Md.

GENERAL AUTOMOTIVE SPECIALTY CO., INC., 10-40 45th ave., Long Island City 1, N. Y. Switches for starting, lighting and ignition. Ben F. Hermann, pres.; Eugene Herman, wks. mgr.; Abe Jaffe, cf. engr.; Paul Mannina, pur. agt. **Det. Rep.**—Mark L. Berman, 2722 Webb ave.

GENERAL ELECTRIC CO., Nela Park, Cleveland 12, O. All-glass sealed beam headlamps (clear and amber lens), utility lamps, spotlights, truck, miniature signal and utility lamps. D. L. Milliham, vice-pres.; W. H. Robinson jr., adv. mgr.; F. P. Nemec, pur. mgr. **Mgr. Mich. Sales Dist.** — Earl A. Anderson. **Meter City Sales Dist.**—J. W. Fleischer. **Adv. Agcy.** —Baton, Barton, Durstine & Osborn, Inc., Cleveland, O. George Cozzens, acct. exec.

GENERAL MOTORS ACCEPTANCE CORP., 1775 Broadway, New York 19, N. Y. Sales financing. John J. Schumann jr., pres.; August Friese, Charles P. Fiske, James D. Deane, G. ArDee Ames, William H. Baldwin, James A. Callan, vice-presidents; James J. Hanley, treas.; William D. Rhew, secy.; Joseph W. Weigert, compt. and auditor. **Adv. Agcy.**—Campbell-Ewald, New York, N. Y.

GENERAL MOTORS CORP., 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Alfred P. Sloan jr., chmn.; Harlow H. Curtice, pres.; Albert Bradley, Ronald K. Evans, Louis C. Goad, exec. vice-presidents; Don E. Ahrens, Harry W. Anderson, Charles A. Chayne, Robert M. Critchfield, John J. Cronin, Nelson C. Dezendorf, Frederic G. Donner, Harley J. Earl, Paul Garrett, Edward R. Godfrey, James M. Goodman, R. Samuel McLaughlin, John F. Gordon, Harold L. Hamilton, Henry M. Hogan, Ellis S. Hoglund, William F. Hufstader, Thomas H. Keating, Carl H. Kindl, Harry J. Klinger, Philip J. Monaghan, Charles L. McCuen, Edward B. Newill, Cyrus R. Osborn, Edward Riley, Mason M. Roberts, Sherrod E. Skinner, Clarance Stanley, Ivan L. Wiles, Jack F. Wolfram, vice-presidents; George Russell, treas.; Ralph C. Mark, compt.; George A. Brooks, secy.

GENERAL PETROLEUM CORP., P. O. Box 2122, Terminal Annex, Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; D. W. Woods, secy.; P. S. Magruder, exec. vice-president; G. L. Adams, vice-pres., dir. of mfg.; V. A. Bellman, vice-pres., dir. of mktg.; J. T. Durkee, treas.; C. H. Wartman, gen. mgr. mktg. dept.; B. F. Ball, sales mgr.; F. C. Meunier, adv. mgr., sales prom.; P. J. Whiteley, pur. agt.; James Ross, asst. pur. agt.; A. L. Knipping jr., traf. mgr.; W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—Stromberger, LaVene, McKenzie, 600 South LaFayettte Park place, Los Angeles 57, Calif.

GENERAL RADIATOR DIV., Marion Manufacturing Corp., Marion, Ill. Radiators, radiator cores, oil coolers, heat transfer equipment. Malcolm E. Henning, pres., gen. mgr.; George N. Olson, vice-pres.; L. D. Bowser, secy. and treas.; Kenneth A. Olson, wks. mgr.; David Schafale, cf. engr.; William E. Hood, pur. agt. **Adv. Agcy.**—Carney Advertising Agency, Inc., Milwaukee 3, Wis.

GENERAL STEEL PRODUCTS CORP., 31-33 Avery ave., Flushing, N. Y. Steel hooks, shelving, automotive parts bins and storage and wardrobe cabinets. Thomas F. Kearns, pres.; Wm. M. Hamilton, vice-pres.; John F. Mahoney, secy.; Gerard F. Kehoe, treas.; Sidney M. Bleecker, gen. mgr.; Henry Maurus, wks. mgr.; S. M. Bleecker, sales mgr.; Wm. Bouwmeester, cf. engr.; John J. Conway, pur. agt.; Victor Martinetti, traf. mgr.

GENERAL TIRE & RUBBER CO., 1708 Englewood ave. at Holmes st., Akron 9, Ohio. Automobile, truck, farm, airplane, industrial tires and tubes; jet assisted take-off units; tire fabric; tools and machines; missile rockets; rocket chemicals; plastics; mechanical goods. W. O'Neil, pres., gen. mgr.; C. J. Jahant, D. A. Kimball, H. A. Bellows, T. F. O'Neil, C. F. O'Neil, vice-presidents; Frank W. Knowlton, secy.; T. S. Clark, treas.; A. W. Phillips, mgr. of mfg.; L. A. McQueen, vice-pres. in chg. of sales; A. R. Carr, mgr. automobile tire sales; K. A. Dalsky, comm. sales mgr.; R. H. Harrington, adv. mgr.; S. M. Cramer, asst. adv. mgr.; Dean Lampman, sales prom. mgr.; W. C. Weirath, mgr., Kraft system; D. A. Kepler, pur. agt.; J. J. Goldie, mgr. dist.; Richard Bailey, traf. mgr.; E. B. Butler, pub. rel. mgr. **Det. Rep.** — Morgan J. Morgan, branch sales mgr.; J. J. Mulcahy, mfg. sales, 5919 Cass ave., Detroit, Mich. **Adv. Agcy.**—D'Arcy Adv. Co., Cleveland, O. S. P. Seward, acct. exec.

GEOMETRIC TOOL CO. DIV., Greenfield Tap & Die Corp., Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. H. L. Bill, pres., gen. mgr.; F. O. Mavis, compt.; G. A. Denison, sales mgr.; R. C. Helbig, adv. mgr.; D. P. Robinson, pur. agt. **Det. Office** — 2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Channing L. Bete Co., Inc., Greenfield, Mass. Richard R. Bruce, vice-pres., acct. exec.

GERITY - MICHIGAN CORP., 1365 E. Beecher st., Adrian, Mich. Nickel plated automotive parts. James Gerity jr., pres.; Walter C. Lok, vice-pres.; J. Cary Thompson jr., secy.; W. F. Stueve, treas.; Carl Rhoades, wks. mgr.; George S. Scott, vice-pres. and sales mgr. **Adv. Agcy.**—Ross Roy, Inc., 2751 E. Jefferson st., Detroit, Mich.

GERSTENSLAGER CO., E. Bowman st., Wooster, O. Automotive stampings, custom built bodies (trucks). E. P. Martin, pres. and gen. mgr.; R. K. Shoolroy, vice-pres.; E. M. Martin, secy. and treas.; W. D. Johns, sales mgr.; E. K. Emerson, adv. mgr.; H. F. Stull, pur. agt.; E. M. Gordon, cf. engr.; F. Eaton, traf. mgr.

GIBSON MFG. CORP., E. Ninth ave., Longmont, Colo. Tractor and material-handling equipment. Gerald Gidwitz, pres.; M. A. Braun, vice-pres., secy. and treas.; E. A. Umlauf, gen. mgr.

GILBERT & BARKER MFG. CO., Cold Spring ave., West Springfield, Mass. Automotive lubrication equipment (hand and air operated), air compressors, hydraulic lifts, gasoline pumps, oil burners, oil heating equipment. I. C. Jacobs, pres.; T. C. O'Donnell, exec. vice-pres.; J. A. MacDonnell, sales mgr.; E. A. Sundburg, vice-pres., treas.; W. S. Hendry, secy., asst. treas.; Lawrence Marchese, asst. sales mgr.; R. B. White, adv. mgr.; H. O. Grimmelsen, wks. mgr.; H. D. Foss, pur. agt.; W. H. Albro, asst.; R. E. Snider, traf. mgr. **Det. Rep.**—D. F. Gray, 11220 Ashbury st., Cleveland, O. **Adv. Agcy.** — McCann - Erickson, Inc., New York, N. Y. R. W. Van Horne, acct. exec.

GITS MOLDING CORP., 4600 W. Huron st., Chicago 44, Ill. Custom injection plastic molding; Crystal-Seal and Multiple-Shot, Pik-Nic-Pak sets, flashlights, pocket knives, switch plates, Protecto shields, Paper-Kaddy memo cases, key containers, key tags. J. P. Gits, pres. and gen. mgr.; J. A. Gits, vice-pres. and treas.; Wm. G. Bacon, gen. sales mgr.; J. A. Gits jr., pur. agt. **Adv. Agcy.**—L. W. Byrnes & Company, Chicago, Ill.

GLADDEN PRODUCTS CORP., 635 W. Colorado blvd., Glendale 4, Calif. Air-cooled engines and motorcycles. John N. Gladden, pres.; J. E. I'Anson, exec. vice-pres.; G. Brashears, secy. and treas.; E. Dave, wks. mgr.; J. Wade Brunson (eng.) sales mgr. and adv. mgr.; Gerald Ellsworth, pur. agt. and pub. rel.; Howard Forrest, cf. engr.

GLASS FIBERS, INC., 1810 Madison ave., Toledo 2, O. "Microlite" glass fiber thermal and acoustical insulation; "Vitron" glass fiber textile yarn, glass fiber mat. R. H. Barnard, pres.; T. A. Collins, exec. vice-pres.; F. H. May jr., vice-pres., secy. and treas.; R. W. Capaul, vice-pres., gen. sales mgr.; Dominick Labino, vice-pres., glass mfg.; J. H. Plummer, vice-pres., gen. factories mgr.; F. J. Solon jr., vice-pres., pub. and trade rel.; M. D. Worcester, vice-pres., gen. mgr. of western div. (Burbank); H. E. Schall, cont. and asst. treas.; E. M. Stalder, asst. secy.; R. E. Ansted, gen. pur. agt.; E. K. Bumcrots, gen. traf. mgr. **Det. Rep.**—V. A. Schmidt, 1810 Madison ave., Toledo. **Adv. Agcy.**—Blaco Advertising Agency, Toledo, O. L. S. Crowl, acct. exec.

GLASS LABORATORIES, INC., 407 Douglass st., Brooklyn 17, N. Y. Magnetic auto utility trays, silvatrim - door edge and protector. Abraham Shanok, pres.; Jesse P. Shanok, vice - pres.; Victor Shanok, secy.-treas. **Adv. Agcy.**—Furman Co., New York, N. Y.

GLASER LEAD CO., INC., 31 Wyckon ave., Brooklyn 37, N. Y. Lead products. Babbitt metals, body solders, soldering pastes and salts, radiator acid brushes. Simon Glaser, pres.; Robert Glaser, vice-pres.; Paul Oddo, cf. engr. **Adv. Agcy**—Walter Scott Advertising Agency, 299 Madison ave., New York 17, N. Y. Herbert J. Miller, acct. exec.

GLOBE HOIST CO., 1000 E. Mermaid lane, Philadelphia 18, Pa.; also E. First and Court ave., Des Moines 4, Ia. Hydraulic auto, bus and truck hoists; industrial, production and loading dock lifts and ramp levelers, hydraulic elevators. F. W. Swanson, chmn. of bd.; F. L. Bredimus, pres. and treas.; F. W. Swanson jr., vice-pres. and chmn. of exec. committee; C. W. Brayton, secy.; Argus Leidy, vice-pres. in chg. of export sales and adv.; O. L. Dykstra, asst. treas.; Harry Nicholas, asst. sales mgr. automotive div.; Fred Werner, cf. engr.; Wallace Stein, plant mgr. Philadelphia; Gerald Talbot, pur. agt. **Det. Rep.** — M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. Marty Goldman and Herbert Brooks, acct. execs.

GLOBE-UNION INC., 900 E. Keefe ave., Milwaukee 1, Wis. Storage batteries, spark plugs. Wyeth Allen, pres.; G. C. French and C. O. Wanvig jr., vice-presidents; Wm. Wanvig, secy.; R. W. Conway, treas.; E. T. Foote, vice-pres., sales; W. E. Anderson, vice-pres., battery sales; W. B. Fyffe, vice-pres., special accounts; L. H. Hundt, sales prom. mgr.; J. F. Harper, vice-pres. and cf. engr.; S. F. Wasserman, pur. agt.; J. J. Firer, traf. mgr.; H. Wilde, pub. rel. mgr. **Det. Rep.**—J. T. Redmon, Suite 5-163 General Motors bldg. **Adv. Agcy.** — Klau-Van Pietersom-Dunlap Associates, Inc., Mil-

(Continued on Page 204)

Mr. Dealer for '54 don't miss the new way for

MORE PROFITS

the push button way

Super Sheen APPEARANCE TREATMENT

Also available the New Plastic "Squeeze" Bottle of SUPER SHEEN Liquid Cleaner can't break — won't spill easy to apply

Push Sales in '54

This New Ultra Modern Push Button Way

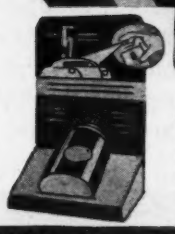
Simply Spray AND WIPE AWAY

MAKE MORE SALES THE "do it yourself" WAY

Super Sheen with the new discovery "Glasite" creates the hardest most brilliant longer lasting beauty on any car finish.

Yet No Hard Rubbing—Simply spray and wipe away. The whole family will have fun polishing the family car and protect it too.

One "Bomb" will do an entire car, any size.



ATTRACTIVE COUNTER DISPLAY Furnished with the purchase of 12 Bombs

WIRE COLLECT OR MAIL THIS COUPON TODAY

SUPER SHEEN PRODUCTS
704 Sheridan Lansing 6, Michigan

I want to be the first in my community to sell the "NEW PUSH BUTTON WAY" to more sales — Send at once

QUANTITY ☐ SUPER SHEEN APPEARANCE TREATMENT "BOMB"
$2.95 each less 40% Prepaid Delivery.
(12 AEROSOL cans to shipping carton.)
Sorry—no orders for less than original carton (12).

QUANTITY ☐ SUPER SHEEN LIQUID CLEANER
8 oz. plastic bottle @ $1.25 each less 40%.
Prepaid Delivery. Packed 12 to shipping carton.

SPECIAL OFFER
Limited time only (No Charge)
ONE 2 COLOR COUNTER DISPLAY
—
ONE SUPER SHEEN APPEARANCE TREATMENT BOMB
$2.95 for demonstration purposes
—
BOTH INCLUDED WITH EVERY 12 "BOMBS" PURCHASED

Dealer Name_____
Address_____ City_____ State_____

☐ C. O. D. ☐ Open Account

Who's Who in Auto Industry

(Continued from Page 203)

waukee, Wis. George Callos, John Luick, acct. execs.

GLOSTEX PRODUCTS, INC., 615 N. Aberdeen st., Chicago 22, Ill. Automobile seat covers. I. Herman, pres.

GOERLICH'S, 619 Smith st., Toledo 1, O. Passenger car mufflers, exhaust pipes, tail pipes, tubing, clamps, brackets; semi-heavy and heavy service truck, tractor, bus mufflers and exhaust systems. John E. Goerlich, pres.; Bryan H. Harris, sales mgr.; Albert Joseph, adv. mgr. **Adv. Agcy.**—Clark & Bobertz, Detroit, Mich. Gus Bobertz, acct. exec.

GOODALL FABRICS, INC., 525 Madison ave., New York, N. Y. (Subsidiary of Goodall-Sanford, Inc.). Automotive upholstering fabrics and carpets. Elmer L. Ward, pres.; E. N. Chamberlain, vice-pres., treas. and gen. mgr. of mfg.; F. Everett Nutter, vice-pres. in chg. of design and development, Sanford, Maine; Goodall-Sanford, Inc., Paul E. Carr, vice-pres. and gen. mgr.; G. A. Brown, sales mgr., automotive div.; C. A. Thompson, adv. mgr., Goodall Fabrics, Inc.; G. A. Brown, mgr. automotive div., 1703 Fisher bldg., Detroit 2. **Adv. Agcy.**—Ruthrauff & Ryan, New York, N. Y. Kenneth D. Stewart, acct. exec.

GOODISON MFG. CO., INC., 4393 Orion rd., Rochester, Mich. Polishes, buffing compounds, ind. chemicals. F. A. Weihe jr., pres. and ind. sales mgr.; J. K. Yount, vice-pres.; G. G. Germaine, secy.; R. W. Scripps, treas. **Adv. Agcy.**—Holden-Clifford-Flint, Detroit, Mich. Bob LaRue, acct. exec.

GOODMAN CORP., THE HERMAN E., T/A Hego Fabrics, 1457 Broadway, New York 36, N. Y. Fabrics for automotive seat cover trade. Herman E. Goodman, pres., sales mgr.; Samuel M. Gilbert, Louis Schoenholz, vice-presidents; Robert Roberts, secy.

GOODRICH CO., B. F., Industrial Products Div., 500 S. Main st., Akron, O. Hose, belting, tank lining, miscellaneous molded parts and Koroseal materials. Clyde O. DeLong, pres.; Rollin D. Haver, vice-pres. mfg.; Robert V. Yohe, vice-pres. sales; J. Gerber Thompson, treas.

GOODRICH CO., B. F., Tire and Equipment Div., 500 S. Main st., Akron, O. Arthur Kelly, pres.; Joseph A. Hoban, vice-pres. replacement sales; Emmett F. Tomlinson, vice-pres. equipment sales; J. Earl Gulick, vice-pres. mfg.; Wallace F. Bowman, treas.

GOODYEAR TIRE & RUBBER CO., INC., 1144 E. Market st., Akron 16, O. Tires, tubes, mechanical goods, aviation products, Pliofilm, airfoam, rubber flooring, rims, shoe products. P. W. Litchfield, chmn. of bd.; E. J. Thomas, pres.; J. M. Linforth, vice-pres.; R. S. Burnham, mgr. Manufacturers Sales Dept., Akron, O. **Det. Rep.**—P. K. Coe, asst. to vice-pres., F. W. Telford, J. A. Lawrence, J. A. Lucas, J. C. Wright jr., R. H. Horner, G. I. McBain, R. A. Smart, W. L. Minor, R. S. Harper, C. L. Seith, R. C. Nelson and R. F. Tomkinson.

GORDON & CO., INC., B., 141 17th st., New York 11, N. Y. Saran plastic fabrics. B. Gordon, pres.; Murray Gaines, gen. mgr. and wks. mgr.

GOULD - NATIONAL BATTERIES, INC., First National Bank bldg., St. Paul 1, Minn. Automotive storage batteries. A. H. Daggett, pres.; H. G. Barnes, vice-pres., sales; C. R. Backman, secy.; E. F. Cary, treas.; A. Sedgwick, compt.; H. J. McKay, vice-pres., production; F. H. Harris, brand sales mgr.; N. R. Farsje, R. W. Stoll, natl. account sales; F. M. Brown, asst. sales; L. H. Volsky, adv. mgr.; C. F. Albrect, cf. engr.; B. T. Rabuse, pur. agt.; L. E. Luth, traf. mgr. **Adv. Agcy.**—E. T. Holmgren, Inc., St. Paul 1, Minn. E. T. Holmgren, acct. exec.

GRAMM TRAILER CORP., Lima, O. Truck trailers, truck bodies, bulk cementers, liquid transport tank trailers. Leonard Strick, pres.; W. A. Thomas, gen. sales mgr.; Norman Pfund, mgr. trailer div.; R. K. Morgan, mgr. special transport div.; James Stewart, mgr. truck body div.; R. H. Hilker, cf. engr.; Ray Lauellan, pur. agt.

GRAND SPECIALTIES CO., 3101 W. Grand ave., Chicago 22, Ill. Clamps, door holders, shop caddy, Fork-Lift Stacker, portable shop cranes, elevators and dumpers. A. M. Sasgen, pres. and treas.; M. F. Sasgen, vice-pres.; T. A. Mayer, secy.; Wm. T. Bardouski, sales mgr.; Al Marthens, adv. mgr.; F. H. Hopfeld, cf. engr. and pur. agt. **Adv. Agcy.**—Al Marthens, Chicago, Ill.

GRAPHIC SYSTEMS, 55 W. 42nd st., New York 36, N. Y. Graphic visual control systems for inventory, sales, scheduling, production, etc. in the automotive industry. Hines Hatchett, pres., gen. mgr. and sales mgr.; Shirley Wolfe, secy. and treas. Victor Pribil, cf. engr.

GRAPHO PRODUCTS, INC., Box 8604, Lawrence, Ind. Automotive water pumps, pump parts, packing, starting cranks. D. I. Smith, pres., gen. mgr.; R. W. Smith, vice-pres., treas.; C. A. Wohlberg, secy.; V. W. Garrison, pur. agt.

GRAY COMPANY, INC., 60 Eleventh ave., N. E., Minneapolis 13, Minn. Lubricating equipment, service equipment, work benches, oil dispensing equipment, motor oil pumps, paint and mastic pumps and spray equipment, etc. L. L. Gray, pres., treas. and gen. mgr.; H. A. Murphy, vice-pres. and cf. engr.; R. J. Gray, secy.; T. N. Berquist, asst. treas.; R. V. Gray, wks. mgr.; A. I. Schweppe and E. L. Niederloh, sales mgrs.; S. A. Fletcher, adv. and sales prom. mgr.; M. J. Endsley, serv. mgr.; W. F. Bloedow, pur. agt. **Det. Rep.** — Norman J. Levey, 2699 W. Grand blvd., Detroit 8. **Adv. Agcy.** — Alfred Colle Co., Minneapolis, Minn.

GRAYMILLS CORP., 3705 N. Lincoln ave., Chicago 13, Ill. Parts cleaning machines, cold cleaning solvents, cleaning brushes. Raymond Hollis, pres.; Earl Scheibe jr., vice-pres. and wks. mgr.; E. Roels, pur. agt. **Adv. Agcy.**—Huwen Co., Chicago, Ill.

GREAT LAKES BROACH, INC., 25800 Groesbeck hwy., Roseville, Mich. Complete line of broaching tools, production broaching and jet engine parts mfg. Albin F. Fallon, pres.; Chester J. Fallon, vice-pres., cf. engr.; Howard Cochran, wks. mgr.; Christine Sherman, pur. agt. **Adv. Agcy.**—J. DuMahaut, Book bldg., Detroit 26, Mich.

GREAT LAKES STEEL CORP., Div. of National Steel Corp., Tecumseh rd., Ecorse, Detroit 18, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. G. R. Fink, pres.; Paul Carnahan and G. G. Gries, vice-presidents, sales.

GREENE MFG. CO., INC., 1028 Douglas ave., Racine, Wis. Automotive grilles, stampings, mouldings. J. M. Hamilton, pres.; G. T. McNamara, vice-pres. and pur. agt.; C. A. Anderson, treas. and cont.; L. H. Hamilton, secy.; Jerry Harns, sales mgr.; Miss Myrle Valley, asst. secy.; R. J. Gallagher, plant supt.

GREENERD ARBOR PRESS CO., 41 Crown st., Nashua, N. H. Arbor presses. Warren L. Martin, pres., treas., gen. and sales mgr., pur. agt.; A. Stanley North, E. Douglas Baker, vice-presidents; Hazel B. Martin, secy.; Supt. P. A. LaFlamme, wks. mgr.; A. E. Chandler, cf. engr. **Det. Rep.**—Chas. A. Strelinger Co., 149 E. Larned st., Detroit 26, Mich.

GREENFIELD CO., 4417-19 W. Rice st., Chicago 51, Ill. Automotive specialties and sun visors. Alec Greenfield, pres.; Martin D. Greenfield, vice-pres.; Seymour Schmidt, wks. mgr.; Richard K. Merar, sales mgr. **Det. Rep.**—Mark L. Berman, 2722 Webb ave. **Adv. Agcy.**—Advertisers Service Bureau, 548 W. Monroe st., Chicago, Ill.

GREENFIELD TAP & DIE CORP., Sanderson st., Greenfield, Mass. Taps, dies, gages, twist drills, reamers, end mills, screw extractors, screw plates, pipe threading sets. Donald G. Millar, pres.; H. L. Bill, vice-pres. and gen. mgr.; J. B. Roys, secy. and treas.; E. R. Koonz, wks. mgr.; W. J. Eberlein, vice-pres. sales; R. C. Helbig, adv. mgr.; R. Badertscher, serv. mgr.; O. E. Koehler, cf. engr.; J. W. Harrington, pur. agt.; W. B. Hayes, traf. mgr. **Det. Rep.**—Branch office, 2870 E. Grand blvd. **Adv. Agcy.**—Channing L. Bete, Inc., Greenfield, Mass. R. Bruce, acct. exec.

GREENLEE BROS. & CO., 2136 Twelfth st., Rockford, Ill. Multiple-spindle screw machines, transfer-type processing machines, special metal-working and wood-working machinery. A. H. Eggers, pres., gen. and wks. mgr.; L. H. Geddes, exec. vice-pres., treas. and gen. sales mgr.; C. G. Wood, secy.; D. E. Hawkinson, vice-pres., machine tool sales and sales mgr. (special machine); H. V. Bailey (screw machine), J. A. Lengquist (wood-working machine), sales mgrs.; R. E. Brightup, adv. mgr.; J. A. Jannenga, cf. engr.; F. M. Keig, dir. of pur.; J. M. Stewart, pur. agt.; H. L. Pratt, traf. mgr. **Det. Rep.**—E. C. Van Tiem and H. A. Miller, Greenlee Bros. & Co., 2842 West Grand blvd. **Adv. Agcy.**—Machine-Tool: Cummings, Brand and McPherson, Rockford, Ill. A. B. Brand, acct. exec. Woodworking Machinery: Howard H. Monk and Assoc., Inc., Rockford, Ill. L. I. Mayes, acct. exec.

GREENLEE TOOL CO., Div. of Greenlee Bros. & Co., 2136 Twelfth st., Rockford, Ill. Tools for woodworking machines: hollow chisels and bits, machine bits, routing bits, countersinks, and special-purpose tools. Hand tools for working wood: auger bits, car bits, chisels, turning tools, and spiral screw drivers. Tools for electrical construction: hydraulic pipe benders, tubing benders, hydraulic pipe pushers, knockout punches, and cable pullers. A. H. Eggers, pres.; L. H. Geddes, exec. vice-pres. and treas.; C. G. Wood, secy.; R. J. Samuelson, vice-pres. sales; A. H. Hawkinson (western), R. W. Stevenson (eastern), sales mgrs.; R. E. Brightup, adv. mgr. **Adv. Agcy.**—Howard H. Monk and Assoc., Inc., Rockford, Ill. L. I. Mayes, acct. exec.

GREGG CO., INC., THE F. B., London rd., Delaware, O. Production type Dee-Line house to house milk, bakery and general utility delivery bodies and conversions. F. B. Gregg, pres.; J. D. Burke, vice-pres. and sales mgr.; H. A. Humes, secy.-treas.

GREY-ROCK DIV. of Raybestos-Manhattan, Inc., Manheim, Pa. Brake lining, clutch facings, fan belts, automotive hose, automotive packings. O. H. Cilley, vice-pres.; B. W. Luttenberger, wks. mgr.; G. W. Marshall jr., vice-pres. and gen. sales mgr.; asbestos prod.; J. A. Wheatley jr., sales mgr.; S. R. Robinson, adv. mgr.; C. W. Sachs, asst. sales mgr.; F. R. Bitzer, pur. agt.; B. G. Herr, traf. mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. A. Seeley, acct. exec.

GRICO TWO AXLE DRIVE CO., 19840 W. Eight Mile rd., Detroit 19, Mich. Two-axle drives and trailing axles for trucks and service parts. Leo F. Stone, pres., treas. and gen. mgr.; Arthur F. Heacock, vice-pres., sales mgr. and pur. agt.; Edison D. Amstutz, secy. and wks. mgr.; Robert Dickieson, cf. engr. **Adv. Agcy.**—R. Robison and Associates, Detroit, Mich.

GRIFFIN LAMP CO., Third and Sycamore, Hamilton, O. Lighting for commercial vehicles, truck mirrors, reflectors, flares, switches. Harold F. Griffin, pres., gen. sales and adv. mgr.; A. B. Dettmer, vice-pres., pur. agt.; A. G. Glorius, secy., treas.; J. L. Auble, wks. mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Lowell Stormont, acct. exec.

GRIZZLY MFG. DIV., 700 W. Caroline st., Paulding, O. Brake lining for passenger cars and trucks, brake blocks for buses. F. W. Shelton, gen. mgr.; J. G. Brown, sales mgr.; John Heath, E. L. Cody, asst. sales mgrs.; Richard W. Smith, cf. engr.; L. S. Luard, pur. agt.; L. A. Wilhelm, traf. mgr. **Det. Rep.**—Tom Morgan, 14275 13 Mile rd., Roseville, Mich. **Adv. Agcy.**—Waldie and Briggs, Chicago, Ill. Art Kanaske, acct. exec.

GROBOSKI INDUSTRIES, 6055 So. Ashland ave., Chicago 36, Ill., main office and mid-west warehouse. Groboski Mfg. Co., 319 W. Main st., Sheffield, Pa., plant and eastern warehouse. Joseph and John Groboski, partners; Joseph Groboski, sales mgr.; John Groboski, plant mgr.; Alice Groboski, secy.

GROOV - PIN CORP., 1125 Hendricks Causeway, Ridgefield, N. J. Groov-pins, grooved drive studs, tap-lok inserts. G. W. Bauerschafer, pres., gen. mgr., sales and adv. mgr.; E. F. Schniewind, vice-pres.; F. O. Becker, secy., treas. and pur. agt.; H. D. Theurer, wks. mgr.; F. W. Braendel, chief engr. **Det. Rep.**—H. B. Schweppe, Basso bldg., 7338 Woodward ave. **Adv. Agcy.**—Thoma & Gill, 505 Main st., East Orange, N. J.

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The crankshaft in the modern V-8 engine requires the ultimate in forging technique. Today's high compression engines, with continually increasing horsepower, further emphasize the importance of forging quality.

Wyman-Gordon technical know-how assures quality essential for maximum physical properties, uniform machinability and balance control . . . crankshaft forging specialists since the introduction of the internal combustion engine.

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WORCESTER, MASSACHUSETTS

HARVEY, ILLINOIS DETROIT, MICHIGAN

Who's Who in Auto Industry

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GROSS MFG. CO., 1711 S. California, Monrovia, Calif. Tire and tube repair materials. D. T. Starr, pres.; W. M. Anderson, gen. mgr.; A. E. Pike, wks. mgr.; H. D. Wexelberg, sales and adv. mgr.; R. E. White, pur. agt. **Adv. Agcy.**—Martin R. Klitten Co., Inc., 2614 W. Ninth st., Los Angeles 6, Calif.

GROTE MFG. CO., Inc., Grote Square, Bellevue, Ky. Truck safety equipment: reflex reflectors, flares, marker and clearance lamps, stop and tail lamps, directional signals, switches, mirrors, back-up lamps, direction signal sets, fog lamps, warning lamps, tractor lamps. Reflective sheeting, diagonal striped truck door panels. W. F. Grote, pres.; Edward H. Paul, sales mgr.; Walter A. Goes, asst. sales mgr.

GROVER COMPANY, 25525 West Eight Mile rd., Detroit 19, Mich. Pneumatic dispatch tube equipment. W. F. Grover, pres., gen. mgr., sales mgr.; W. Van Otteren, vice-pres.; A. M. Grover, secy. and treas.; B. J. Erdely, chief engr.; F. J. Phelps, pur. agt. **Det. Rep.**—P. J. Bernardi, 25525 W. 8 Mile rd., Detroit 19. **Adv. Agcy.**—Charles M. Gray and Associates, Detroit, Mich. Robert Kilgore, acct. exec.

GROVER PRODUCTS CO., 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns for truck, car, industrial and marine uses. C. A. Roesch, pres.; John W. Garver, vice-pres., secy., treas.; Laurence B. Gomez, sales mgr.; John A. Roesch, sales prom.

GROVER SMITH MFG. CORP., 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. Grover C. Smith, pres.; W. M. Meeker, vice-pres.; Norman D. Wood, secy.; Dale Jack, pur. agt. **Adv. Agcy.**—T. L. Parkhouse, 1351 E. Colorado blvd., Glendale, Calif.

GUARANTEED PARTS CO., INC., Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, voltage regulators, horn relays, light relays, starter switches, dimmer switches, stoplight switches, accessory switches, starter and generator brushes, bushings, magneto contacts, spark plug wire sets, battery cables, wire and cable. Marco Hecht, pres.; A. Villiers, gen. mgr. **Adv. Agcy.**—Spitz & Webb Adv., Syracuse, N. Y.

GUIBERT STEEL CO., 4001 Wind Gap rd., Pittsburgh 4, Pa. Guibert products, convertible tow crane, tow lift bars, safety turn bar. O. E. Guibert, pres.; O. E. Guibert jr., vice-pres., treas. and gen. mgr.; H. E. McMinn, secy.; L. W. Priddy, wks. mgr.; W. W. Myer, pur. agt.; W. G. Huttinger, prod. engr.; J. E. Drylie, asst. sales mgr.

GUIDE LAMP DIV., General Motors Corp., Anderson, Ind. Automotive lamps, Autronic-Eye, tractor lamps, glare-proof rear-view mirrors, traffic signal viewers, direction signals, die cast ornaments, reflex markers. C. A. Michel, gen. mgr.; R. N. Falge, chief engr.; R. W. Heaton, pur. agt.; S. R. Conwell, sales and adv. mgr. **Det. Rep.**—E. S. Reynolds, 8-129 General Motors bldg., Detroit. **Adv. Agcy.**—D. P. Brother & Co.

GUNITE FOUNDRIES CORP., Rockford, Ill. Heavy-duty brake drums, truck and trailer wheels, (processed gray iron) cylinder liner castings, crankshaft castings, malleable iron castings, steel castings. D. P. Forbes, chmn. of bd.; J. A. Forbes, pres. and gen. mgr.; N. J. Schmidt, secy. and treas.; F. A. Christoffer, gen. sales mgr.; H. W. Small, sales mgr., auto. div.; S. A. Malthaner, chief engr.; Ward Williams, pur. agt. **Det. Rep.**—C. E. James. **Adv. Agcy.**—Hollingsworth & Collins, Rockford, Ill. Budd Reesman, acct. exec.

GUSTIN BACON MFG. CO., 210 W. 10th, Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., pres.; J. D. Simmons, exec. vice-pres.; F. H. Ebbert, vice-pres. **Det. Office** — W. F. Skinner, 18323 James Couzens hwy., Detroit, Mich.

GYRO CONTROL COMPANY, INC., 9244 West Olympic blvd., Beverly Hills, Calif. Automotive anti-skid device, automotive start-control. Ray R. Connors, jr., pres.; Curtis H. Applebaum, gen. mgr.; Maurice Thorner, secy.; Leo. D. Fialkoff, treas.; George E. Vandenhoff, asst. treas., asst. secy. **Adv. Agcy.**—McNeill & McCleery, 6777 Hollywood blvd., Hollywood, Calif.

H

H. D. T. COMPANY FACTORS, INC., 275 Ferris ave., White Plains, N. Y. Blue Coral and Blue Coral preservative sealer. Harry D. Triantafillu, pres., treas. and gen. mgr.; G. V. V. Triantafillu, Charles A. Voss, vice-presidents; M. F. Clarke, secy.

H & H PRODUCTS MFG. CO., P. O. Box 2333, Terminal Annex, Los Angeles 54, Calif. Portable: Battery re-ionizers and fast chargers in combination with or without air compressor for tire inflation or paint spraying. Battery testers. E. F. Henkle, gen. partner; L. P. Henkle, lim. partner.

H & H TUBE & MFG. CO., 263 N. Forman ave., Detroit 17, Mich. Seamless brass and copper tubing, brass and copper strip, lockseam tubing for radiators, automotive tubing in coils, tube fabrication. C. H. Higgins, pres.; R. L. Higgins, vice-pres.; Wm. Elsholz, secy.; J. C. Martin, treas.; R. Hughes, gen. supt.; J. S. Couzens, asst. sales mgr.; S. R. Buelow, pur. agt. **Adv. Agcy.**—The Henry Koltys Co., Detroit, Mich. Henry Koltys, acct. exec.

H & M TOOL CO., 24062 Orchard Lake rd., Farmington, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas.; Eric Butterworth, shop supt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. W. H. Spinning, acct. exec.

HACKNEY BROS. BODY CO., Herring ave. Ext., Wilson, N. C. Low and medium temperature refrigerator bodies, van bodies, school bus bodies. T. J. Hackney, pres., gen. mgr.; W. E. Titchener, vice-pres. and wks. mgr.; T. J. Hackney jr., secy., treas. and sales mgr.; J. M. Daniel jr., cf. engr.; B. J. Williams, pur. agt. **Adv. Agcy.** — R. W. Youngsteadt, P. O. Box 2082, Raleigh, N. C.

HaDEES HEATER DIV. of The Gabriel Co., 1911 Harrison ave., Rockford, Ill. Car, truck and bus heaters, fans, defrosters and replacement parts. F. M. White, chmn. of bd.; E. A. Millheam, gen. mgr.; R. G. Charles, sales and adv. mgr.; R. M. Johnson, asst. sales; W. Zwierzycki, chief engr.; S. Anderson, pur. agt.; John Stanton, parts & acc. mgr. **Det. Rep.**—Marvin Marsh, 2205 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill.

HADLEY MFG. CO., 2242 Smead ave., Toledo, O. Automotive air horns and compressor, truck model air horns. H. F. Hadley, pres.; V. Rohrbacker, secy.; D. Harrah, treas. **Det. Rep.**—R. H. Haynes, 2217 E. Jefferson ave.

HAFNER ASSOCIATES, INC., Empire State bldg., New York 1, N. Y. Jacquard upholstery and woven plastic fabrics. Henry A. Hafner, pres.; Harold R. Hafner, sales mgr. **Det. Rep.**—Getsinger-Fox, 1417 Fisher bldg. **Adv. Agcy.**—Humbert & Jones, New York, N. Y. Kingsley E. Humbert, acct. exec.

HAHN MOTORS, INC., Third and Windsor sts., Hamburg, Pa. Commercial truck bodies, motorized fire apparatus, spangler conversion units, spangler dual trucks. D. Herbert Spangler, pres., gen. and sales mgr.; Irvin F. Burkey, vice-pres.; Edw. C. Smith, secy., treas.; J. Wm. Putt, cf. engr. and vice-pres.; L. A. Riegel, pur. agt.; G. D. Gambler, supt.

HALL LAMP CO., C. M., 1035 E. Hancock ave., Detroit 7, Mich. Automotive headlamps, tail lamps, fog lights, back-up lights, die castings, stampings, etc.; also bicycle lights, generators, exhaust pipes, etc. Leonard O. Zick, pres.; L. Orjada, vice-pres. mfg.; R. Suabedissen, secy., treas. and contr.; A. J. Mueller, sales mgr.; W. Strycker, asst. contr.; W. F. Chalmers, pur. agt.; C. Hossack, plant supt.; Norman Bishop, per. mgr. **Adv. Agcy.**—Denman & Baker, Detroit, Mich.

HALL PLANETARY CO., Fox st. and Abbotsford ave., Philadelphia 29, Pa. Planetary threadmilling machine; circular form milling machine, single and multiple heads; testing instruments; cutters; cutterblades, thread and circular form milling; arbors. Henry J. Leisner, pres. and treas.; Chas. K. Lennig jr., vice-pres., secy., sales mgr.; Clarence A. Duffany, chief engr.; Michael P. Lopinski, pur. agt.

HAMBRO TRADING CO. OF AMERICA, INC., 17 East 54th st., New York 22, N. Y. Sole concessionaires in U. S. A. for Morris Minor, MG, Riley, Rolls-Royce, and Bentley automobiles. Albert E. Birt, gen. mgr. and vice-pres.; Clifford B. Webb, vice-pres.

HAMILTON-WADE CO., 52-62 Haverhill st., Brockton 62, Mass. Automotive welts, gimps and binding (genuine and artificial leather, woven laces and other fabrics). James Christie, pres., treas., gen. mgr.; LeRoy F. Emery, vice-pres., prod. mgr.

HAMLIN METAL PRODUCTS CO., Akron 19, O. Automotive parts and accessories, stamped assemblies, hardware, toys, bicycle accessories, stampings (steel, brass, aluminum). M. D. Walklet, pres.; J. A. Loftus, vice-pres.; M. D. Walklet, gen. mgr.; C. Beringer, secy.; L. H. Amer, treas.; C. E. Brimston, vice-pres.; Glenn P. Garrett, sales mgr.; J. Mason Young, asst. sales mgr.; J. W. Tannehill, pur. agt. **Det. Rep.**—J. Mason Young, 7338 Woodward ave., Detroit.

HANCHETT MFG. CO., Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchett, secy.; Carl Moline, treas.; Fred Risler, sales mgr.

HANCOCK MFG. CO., 225 N. Horton, Jaskson, Mich. Automotive hardware. R. W. Hancock, pres. and gen. mgr.; G. P. Hooper, vice-pres.; E. F. Gauss, secy. and treas.; J. D. Donahue, works mgr.; L. George Hooper, sales mgr.; Rollo Marple, chief engr.; L. L. Henning, pur. agt.; F. C. Janke, pub. rel. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg. **Adv. Agcy.**—Guy C. Core, Jackson, Mich.

HANS INDUSTRIES, INC., EDMUND, 10650 Cloverdale, Detroit 4, Mich. Heaters for buses and trucks, air freshening systems for buses and trucks. Edmund Hans, pres. and treas.; Miriam Hans vice-pres. and secy.; Robert Feldtman, gen. mgr.

HANSEN MFG. CO., 4031 W. 150th, Cleveland 11, O. Fluid Line couplings, hose fittings. F. E. Hansen, pres. and treas.; R. J. Borneman, vice-pres. and gen. mgr.; L. J. Hansen, vice-pres., sales; E. C. Wrahse, asst. secy., asst. treas.; B. W. Manning, asst. gen. mgr.; J. A. Becks, works mgr.; M. J. Nelson, chief engr.; Wm. A. Drexler, pur. agt.; W. Berwing, traffic mgr. **Det. Rep.**—Wm. H. Nash Co., 10300 Grand River. **Adv. Agcy.**—R. T. Brandt, Inc., B. F. Kleth bldg., Cleveland, O.

HARDING MFG. CO., INC., 10600 Gratiot ave., Detroit 13, Mich. Electroplating and rust proofing via barrel, still tank, automatic; "Dust-All" tack cloths and rags. Geo. W. Harding, pres.; Michael Boroshko, vice-pres.; Wm. Savin, treas.; Robert F. McCarthy, mgr. tack cloth div.; A. G. Zimmerman, pur. agt. **Adv. Agcy.**—S. E. Schneider Advertising, Detroit.

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-Cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres.; Walter C. Davidson, secy.; Joseph Kilbert, sales mgr. (domestic); E. V. Gumpert, sales mgr. (export); Walter E. Kleimenhagen, adv. mgr.; Joseph Ryan, serv. mgr.; Harry Devine, parts and acc. mgr.; William J. Harley, treas. and chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. Roger Loew, acct. exec.

HARRIS PRODUCTS CO., 1929 E. 61st st., Cleveland, O. Rubber bushings, Torflex flexible bearings, extended rubber bearings, rubber bushed shackles. N. D. Baker III, pres.; R. G. Bradley, vice-pres. sales; D. T. Bradley, vice-pres. engrg.; E. T. King, vice-pres. mfg.; C. A. Dilley, secy.; Carl Dautel, treas.; J. M. Carter, asst. secy. and asst. treas.; Ted Drake, exec. engr.; W. E. Fisher,

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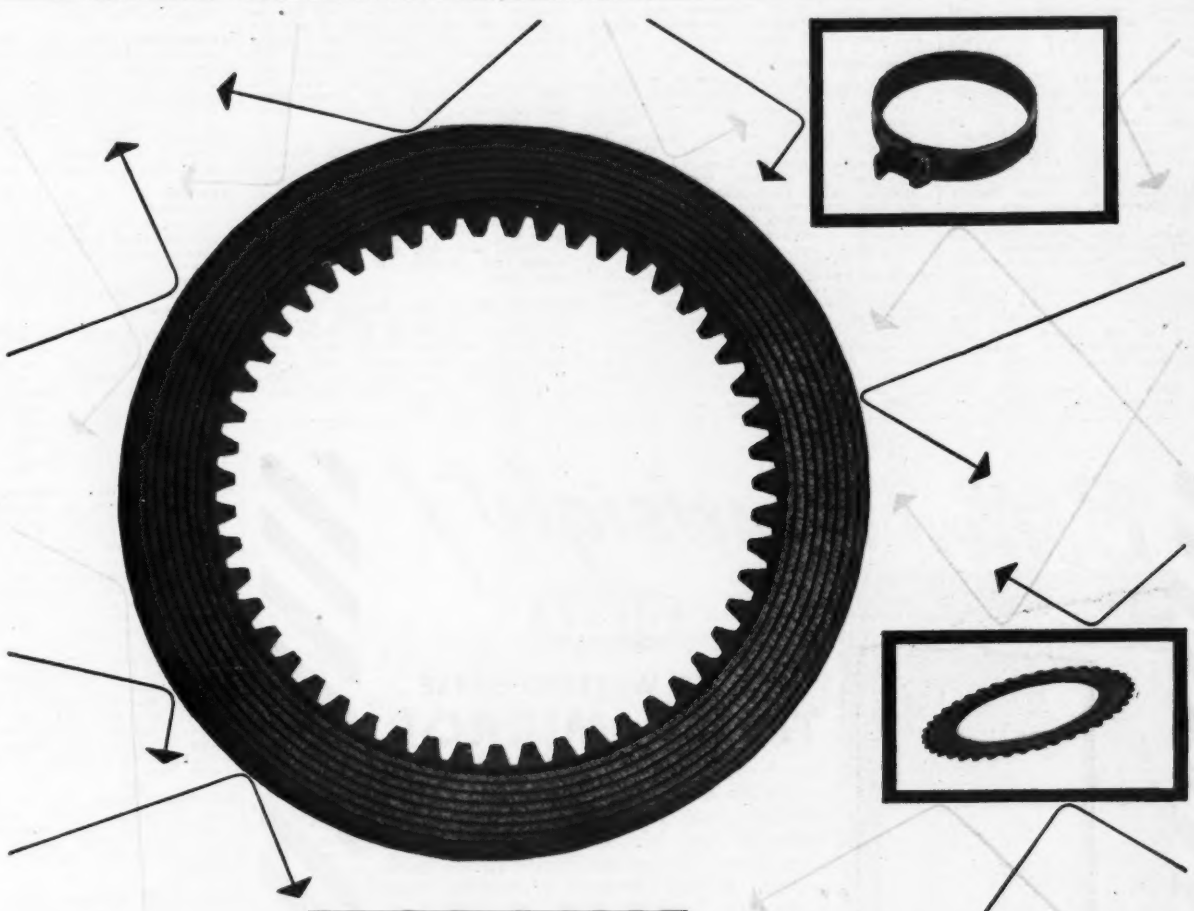

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DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO

Who's Who in Auto Industry

(Continued from Page 205)

pur. agt.; Curtis C. Casper, sales office mgr. Det. Rep.—L. C. Winslow, 16583 James Couzens, Detroit 21. Chicago Rep. —F. C. Hitzeman, 5130 W. Madison, Chicago, Ill.

HARRISON RADIATOR DIV., General Motors Corp., Washburn st., cor. Walnut, Lockport, N. Y. Radiators, car heaters, defrosters, thermostats, oil coolers, heat exchangers, air conditioning systems. D. B. Whitney, gen. mgr.; G. H. Hetley, div. compt.; E. J. Reilly, gen. sales mgr.; L. J. Schneider, asst. sales mgr. (automotive); Frank J. van Horn, asst. sales mgr. (heat exchangers); K. F. Covert, adv. mgr.; M. J. Wick, supt., field serv.; J. R. Holmes, chief engr.; H. F. Berkdoll, mgr. mat. and pur.; C. A. McNaboe, pur. agt.; G. H. Harrer, traffic mgr. Adv. Agcy.—D. P. Brother & Co., Detroit 2, Mich.

HART METAL PRODUCTS CORP., 3333 Hammond ave., Elkhart, Ind. Engineers and manufacturers of truck, bus, trailer, aircraft structural parts, panels and assemblies and custom fabrication. Thur Schmidt, pres.; A. H. Del Rose, vice-pres.; R. L. Dillon, contr.; R. W. Plummer, prod. mgr.; H. W. Winkler, gen. sales mgr.; H. B. Chadwick, factory supt.; R. C. DuBois, dir. of pur.; H. B. Chadwick, plant mgr. Adv. Agcy.—L. F. Schmidt & Associates, Chicago, Ill.

HARTFORD STEEL BALL CO., 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper), glass, retainers, cutting and burnishing barrels. C. H. Abbott, pres.; T. H. Abbott, exec. vice-pres.; A. S. Bill, secy.; S. E. Stockwell, treas., works mgr., chief engr.; E. T. Nelson, pur. agt. Adv. Agcy.—E. W. Robotham & Co., Hartford, Conn.

HASKELITE MFG. CORP., 701 Ann st., Grand Rapids 2, Mich. Metal-clad plywood for truck bodies and other commercial uses. George Redlin, pres.; E. W. Stoner, vice-pres. in chge. of sales; William Verhey, vice-pres. in chge. prod.; B. J. Werk, sales mgr.; J. A. Potchen, chief engr.; F. W. Mitchell, pur. agt. Adv. Agcy.—Jaqua Co., Grand Rapids, Mich. L. A. Merchant, acct. exec.

HASSELL MFG. AND DISTRIBUTING CO., DENTON, 21630 Wyoming ave., Oak Park 37, Mich. Ford fender streamers, Ford V-8 emblems, trim scoops, Ford headlight rims, Chevrolet, Pontiac, Cadillac headlight rims. Denton Hassell, owner; B. L. White, gen. mgr. Det. Rep. —Herman Weiss, 604 Donovan bldg., Detroit. Adv. Agcy.—Dudgeon, Taylor & Bruske, Detroit, Mich.

HASTINGS MFG. CO., Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, oil filter cartridges, Casite and "drout," tools. Aben E. Johnson, pres. and gen. mgr.; Stephen I. Johnson, exec. vice-pres.; Harold P. Phillips, vice-pres. and chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur. agt.; W. F. Smith, traffic mgr. Adv. Agcy.—Keeling & Co., Indianapolis, Ind. R. B. Roberts and William M. Hutchison, acct. execs.

HAVILAND CO., ARNOLD, Jackson st., Defiance, O. Mufflers, tail pipes, exhaust pipes. Arnold Haviland, prop.; H. E. Bailey, wks. mgr., pur. agt.; H. R. Haviland, sales mgr., cf. engr.; A. P. Zarate, asst. sales; L. Hanna, traf. mgr. Adv. Agcy.—Seibert Advertising Service, Defiance, O.

HAWTHORNE METAL PRODUCTS CO., 4336 Coolidge rd., Royal Oak, Mich. Automotive stamping and assembly parts. Samuel E. Cornell, pres.; Bruce C. Cornell, vice-pres.; Frank H. Cornell, secy.; Jack Piercey, chief engr.; Don Carlon, Leo Bargar, pur. agts.

HAYES INDUSTRIES, INC., 437 Fern ave., Jackson, Mich. (Subsidiary: Fifty Corp., 805 E. Edgerton, Bryan O.). Automotive fans, mufflers, mouldings, auto ventilating blower units; aircraft wheels and brakes, and aluminum and magnesium textile beams. (Subsidiary: Litemetal Dicast, Inc.) diecastings from aluminum and magnesium. C. B. Hayes, chmn. of bd.; E. C. Hetherwick, pres. and gen. mgr.; G. B. Vass, vice-pres. and asst. gen. mgr.; Donald Bender, chief engr.; W. J. Donahue, secy. and treas.; R. J. Wellhan, vice-pres. in chge. of sales; G. B. Clever, pur. agt.

HAYES MFG. CORP., 551 7th st., Grand Rapids 2, Mich. Manufacturers of automobile bodies and assemblies, metal products, stampings and dies. Rensselaer W. Clark, pres. and gen. mgr.; Edgar Wazhburn, vice-pres.; Eugene H. Glaettli, vice-pres. and contr.; Edward J. Lavallee, vice-pres.; August L. Nelson, vice-pres.; J. H. Lee, treas.; McKee Robison, secy.; C. L. Carlley, pur. agt.; F. Van Domelen, asst. L. Kloet, traffic mgr.; J. Rybarsyk, pub. rel. dir. Det. Rep.—H. A. Holmes, 710-711 Fox Theater bldg.

HECKER PRODUCTS CORP., 50 State st., Albany, N. Y. Skid grip automatic road sander, low temperature check valves, skid grit, firing mechanisms, misc. accessories. Marvin S. Hecker, pres.; Lewis A. Aronowitz, secy.; Marvin S. Hecker, treas.; Myron Norxcen, sales mgr. Det. Rep.—Richard G. Johnson, 19821 Lahser rd. Adv. Agcy.—Woodard & Voss, Albany, N. Y. Philip Voss, acct. exec.

HECKETHORN MFG. & SUPPLY CO., 121 W. Alamo, Littleton, Colo. Shock absorbers, water nozzles. D. E. Buchanan, pres.; W. R. Heckethorn, vice-pres. (sales); Robert A. Allen, secy.; R. N. Galuppo, treas.; R. E. Duboc, vice-pres. (prod.); F. S. Cowing, asst. vice-pres. (prod.); John Hamill, sales mgr.; Richard Crain, asst. sales mgr.; W. E. Dowling, chief engr.; J. J. Devlin, pur. agt.; J. E. McLean, traffic mgr. Det. Rep. — Howard Haarer, 73 Hawthorne blvd., Grosse Pointe Shores 30, Mich. Adv. Agcy.—Kostka, Bakewell & Fox, Denver, Colo. George Bakewell, acct. exec.

HEET DIV., DeMert & Dougherty, Inc., 3001 W. 47th st., Chicago 32, Ill. Gas line anti-freeze, aerosol spray (plastic), aerosol spray enamels, insect killer, windshield anti-freeze cleaner. Leonard Drell, pres.; Paul Peterson, works mgr.; Mark D. Aisner, sales mgr.; M. J. Kimmel, adv. mgr., gen. mgr., sls. prom. mgr. Adv. Agcy.—Arthur Meyerhott & Co., Chicago, Ill. Marshall Kissel, acct. exec.

HEGO FABRICS CO., 460 Seventh ave., New York 18, N. Y. Automotive seat cover fabrics, orion industrial fabrics. Herman E. Goodman, pres., sales mgr.; Milton Lowenstein, vice-pres., asst. sales mgr. Adv. Agcy. — Gilbert Advertising Agency, New York, N. Y. Richard Gilbert, acct. exec.

HEIL CO., 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, sanitation bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum truck tanks, transport trucks, milk trucks, tanks, L. P. G. transport tanks, aircraft refuelers, street flushers. Joseph F. Heil, pres.; Harold S. Falk, exec. vice-pres.; Leonard Conrad, gen. wks. mgr.; John Barclay, gen. sales mgr.; Tom Burress (tanks), W. Carlson (hoists & bodies), sales mgrs.; Fred Zwanzig, serv. mgr.; Arnold Meyer, vice-pres., engrg.; Don Fricker, adv. mgr.; Walter Lohman, dir. of pur.; John Norton, traf. mgr. Det. Rep.—Roland Karste, 725 Fisher bldg., Detroit. Adv. Agcy.—Russell T. Gray, Inc., Chicago, Ill.

HEIN-WERNER CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks. G. G. Hein, pres., gen. mgr.; E. G. Bach, vice-pres.; J. D. Watson, secy.-treas.; R. J. Raht, sales mgr.; H. J. Scullin, serv. mgr.; M. L. Lumb, pur. agt. Adv. Agcy.—Arthur Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

HEISLER MFG. CO., Hudson, Ia. Dual throated carb. and manifold, overdrive transmission, governors, live power take-off clutch, hydraulic pump cplrs., manifolds, piston and sleeves, tool boxes. H. F. Heisler, pres.; Mrs. A. C. Heisler, secy.-treas.; L. L. Clement, gen. mgr.; L. F. Kohl, pur. agt.

HELI-COIL CORP., Shelter Rock Lane, Danbury, Conn. Heli-Coil screw thread inserts and tools. L. R. Ripley, pres.; E. Baruch, vice-pres.; C. E. Gischel, sales prom. mgr.; Howard Haas, serv mgr.; E. Gorman, pur. agt. Det. Rep.—Chap Associates, 6428 Chene st., Detroit, Mich. Adv. Agcy.—Aitkin-Kynett Co., Philadelphia, Pa. J. Culbertson, acct. exec.

HELLER BROTHERS CO., Heller drive, Newcomerstown, O. Files (American pattern, milled tooth (Vixen), Swiss pattern, rotary, bumping); hammers (carpenter claw, ball pein, tire, trimmers', upholsterers'); chisels, punches, bearing scrapers. Geo. H. Hodapp, pres.; E. M. Steenburgh, secy.; Alfred Heller jr., asst. secy.; Wendell Yanal, compt.; C. Fred Watkins, sales mgr.; F. Schwindiman, J. D. Nicklis, asst. sales mgrs.; J. Goodzil, pur. agt. Det. Rep.—G. D. Cline jr., 4461 W. Jefferson ave., Detroit 9, Mich.

HELLER & CO., W. C., 2591 Express rd., Montpelier, O. Show cases, cabinets and kindred items. E. G. Heller, pres.; L. S. Heller, vice-pres.; W. C. Heller, secy., sales mgr. and adv. mgr.; J. B. Heller, treas.; R. L. Heller, works mgr.; P. L. Heller, pur. agt.; H. C. Neefe, traffic mgr.

HELM ACCESSORIES, INC., 5944 Casmere, Detroit 12, Mich. Genuine gold and chrome plated hood ornaments, custom made bases and fittings to eliminate drilling. Fred Helm, pres., gen. & sales mgr.; Carl G. Dahlen, vice-pres.; Florence Sarut, asst. sales mgr.

HELMS INDUSTRIAL DEVELOPMENT CO., 2730 Scotten ave., Detroit, Mich. J. B. Montgomery jr., pres.; W. N. Ericksen, sales mgr.; D. E. Williams, asst. sales mgr. Adv. Agcy. — James Reed, Grand Rapids, Mich.

HENDERIZE, INC., 5667 Freeport blvd., Sacramento 18, Calif. Plastic base, mineral pigment spray for coloring fabrics. Ray D. Henderson, pres.; Wm. H. Cummings, vice-pres., sales prom.; Z. L. Munter, sales mgr, Fab-Spray div.; Ed P. Williams, treas. and office mgr.; Ed Peterson, chief engr. Midwest Rep.—Richard A. Ruhling, 1137 Merchandise Mart Plaza, Chicago 54, Ill.

HENDRY CO., C. J., 27 Main st., San Francisco 5, Calif. T.A.C. open end ratchet wrench, Henco magnalume "300" trouble light. Leland D. Adams jr., pres.; Jack Logan (San Pedro store), vice-pres.; Jack Cincotta, pur. agt. Adv. Agcy.—Conley, Baltzer, Pettier & Steward, San Francisco, Calif. I. Baltzer, acct. exec.

HENNESSY SALES CO., JACK P., 159-34 Riverside Drive West, New York City 32, N. Y. Sales agency, tire changers, universal tire spreaders, truck tire bead breakers. Jack P. Hennessy, pres. and gen. mgr.; Jack P. Hennessy jr., vice-pres., sales and adv. mgr.; James Hennessy, secy., and pur. agt.; Robert Hennessy, treas. and serv. mgr. Adv. Agcy. —Fairall Co., Des Moines, Iowa.

HERBRAND DIV., Bingham - Herbrand Corp., 111 Stone st., Fremont, O. Forgings: Connecting rods, steering knuckles, axles, other precision forgings for vehicles; also press forgings for aviation industry. Tools: Wrenches (socket, box, open-end, combination, adjustable, pipe). Ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and special automotive tools. L. E. Yunker, pres.; C. T. Everett, vice-pres. mfg.; J. G. Allen, vice-pres. sales; Henry Slining, works mgr.; J. E. Fetter, secy-treas.; T. A. McMullen, gen. mgr.; A. D. Eise, A. R. Karlovetz, asst. sales mgrs.; Marshal Bixler, chief engr.; W. P. Hellwig, pur. agt. Det. Rep.—R. O. Mead, vice-pres., 5-253 General Motors bldg., Detroit. Adv. Agcy.—Arthur R. Mogge, Inc., Chicago, Ill. E. J. Lund, acct. exec.

HERCULES MFG. CO., 1501 W. Franklin st., Evansville 7, Ind. Insulated meat packer bodies, panel and other commercial truck bodies. George M. Specht, Fred R. Specht, Gilbert D. Barry, officers.

HERCULES MOTORS CORP., 101 11th st., S. E., Canton 2, O. high speed, heavy duty, water cooled, internal combustion engines (gas, gasoline, kerosene, butane-propane and diesel). Charles Balough, chmn. bd. of dirs.; John C. Keplinger, pres.; M. C. Kuepfer, vice-pres. in chge. of prod.; A. R. Miller, vice-pres. in chge. of purs. & traf.; D. W. Latta, L. G. Downey, G. W. LaSalle, vice-presidents; J. D. Cook, secy. and treas.; F. H. Geisler, dir. of sales; C. O. Jewell, serv. dir.; Dr. E. A. V. Horiak, cf. engr. Adv Agcy.—The Jay H. Maish Co., Marion, O. Ralph Heischman, acct. exec.

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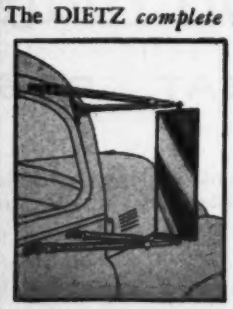

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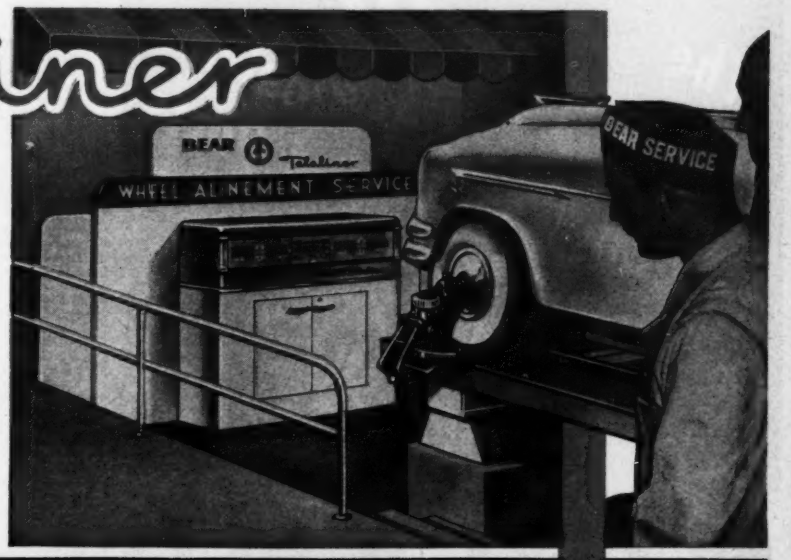

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(Continued from Page 207)

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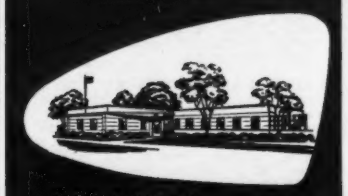

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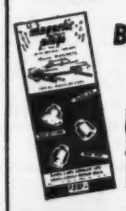

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K-D MFG. CO., 526 N. Plum st., Lancaster, Pa. Automotive service tools, flat steel washers. Martin C. Dellinger, pres.; H. W. Kulp, secy., treas.; Edward Barto, wks. mgr.; C. P. Brewster, sales and adv. mgr.; Parke I. Girvin, pur. agt. Det. Rep.—H. J. Lipp, 1457 Griggs st. S.E. Grand Rapids, Mich. Adv. Agcy.—William D. Andes, Lancaster, Pa.

K & W PRODUCTS, 8319 Allport ave., Whittier, Calif. Metallic seal, radiator seal, cylinder sleeve seal, waterless soap, 3-Way, water pump lubricant and rust inhibitor, color-test, tools, and equipment for block repair, radiator cleaner. F. J. Gaspard, pres.; K. L. Dieterle, vice-pres.; E. M. Hamilton, secy.; A. J. Mendenhall, treas.; S. O. Smith, sales mgr.; R. M. Cate, office mgr. and adv. mgr.; R. E. Fisher, asst. sales mgr. Det. Rep. — George Sietsma, 907 E. First st., Bloomington, Ind. Adv. Agcy.—Jack Wigle, Van Nuys, Calif.

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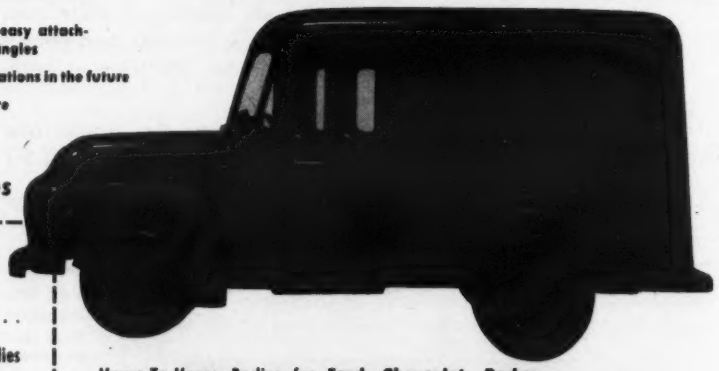

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KNOWLES-FISHER CORP., Industrial st., Gowanda, N. Y. Car heater valves, small car assemblies in any metal, car heater fittings, stampings, automotive machined parts, complete plating facilities, screw machine parts. C. E. Knowles, pres.; E. L. Fisher, vice-pres., treas., sales mgr.; L. H. Phillips, wks. mgr., pur. agt.; Ray Johnson, cf. engr.

KNOX METAL PRODUCTS, INC., Main st., Thomson, Ga. Truck bodies, stake and platform bodies, pickup bodies, utility trailers, farm harrows, farm wagons, automotive stampings. P. S. Knox jr., pres.; John T. Cash, vice-pres., treas., gen. mgr., sales mgr.; Guy Mims jr., secy.; J. A. Hutchinson jr., wks. mgr., cf. engr.; John T. Cash, sales mgr. Adv. Agcy.—Richardson, Sanders and Sample, 101 Marietta Street bldg., Atlanta, Ga.

KOPP GLASS, INC., Swissvale, Pa. Colored signal glass for railroads, aircraft, airport, marine, traffic and automotive use beam-control-lenses; industrial glass specialties to customers' specifications. C. J. Huot, pres.; F. S. Huot, exec. vice-pres., gen. mgr.; G. D. Hammond, secy.; Grant Curry, treas.; F. A. Frost, wks. mgr.; J. L. Newton, vice-pres. and sales mgr.; Dr. C. E. Lebernight, dir. research and engrg.; Harvey Clark, pur. agt.; J. B. Fullen, traf. mgr. Adv. Agcy.—Walker & Downing, Pittsburgh, Pa. J. F. Sweeny, acct. exec.

KREMBS & CO., 669 W. Ohio st., Chicago 10, Ill. Fluxes for welding, brazing and soldering, coated welding electrodes, oxidizing agents for metals. M. B. Krembs, prop.; E. M. Bruecke, secy., pur. agt.; H. E. Wilson, gen. mgr. Adv. Agcy. — Brandt Advertising Co., Chicago, Ill.

KRYLON, INC., 2038 Washington ave., Philadelphia 46, Pa. Krylon acrylic sprays, windshield sealxit. James W. Bampton, pres.; Emory S. Todd, vice-pres., adv. and sales; A. Lebow, secy.; H. Ziembicki, treas. Det. Rep.—L. Roy Johnson, 1936 Harry st., Saginaw, Mich. Adv. Agcy.—Lewis & Gilman, Philadelphia, Pa.

KWIK-EZEE, INC., 17 West 60th st., New York 23, N. Y. Wheel aligning equipment. Leo B. Castiglia, pres., cf. engr.; John Castiglia, vice-pres., sales mgr., pur. agt.; Alfred W. Piccardi, wks. mgr.; Katie Castiglia, secy.; Thomas Castiglia, treas., adv. mgr.; Fred Bari, prod. mgr.

L

L C PRODUCTS, 2232 Alvord st., Indianapolis 7, Ind. Automotive water pumps. A. I. Lewis, pres.; E. W. Phillips, gen. mgr., wks. mgr.; Hulman Reed, mgr.; D. C. Schrope, sales mgr.; M. W. Wells, adv. mgr.; J. D. Greenlee, cf. engr.; W. L. Phipps, pur. agt.; H. L. Dailey, traf. mgr.

LACKAWANNA LEATHER CO., 700 Grand ave., Hackettstown, N. J. Genuine upholstery leather. D. S. Good, pres.; D. H. McCree, vice-pres.; R. L. Dimm jr., secy.; J. D. Woodward, treas.

LaFONTAINE-DETROIT, 13639 Elmira, Detroit 27, Mich. Sales promotion campaigns, satin and outdoor cloth banners, cloth, fiber and metal signs, point of purchase displays, imprinting and mailing. T. J. LaFontaine, pres. and treas.; E. L. Coppock, exec. vice-pres. and sales mgr.; P. J. LaFontaine, secy.; C. M. Smith, asst. sales mgr.; E. W. Knevals, copy cf.

La FRANCE PRECISION CASTING CO., 29th and McKean sts., Philadelphia 45, Pa. Chrome name plates. Joseph A. Teti jr., gen. mgr. Adv. Agcy. — Louis B. Klein, Philadelphia, Pa.

LAHER SPRING & TIRE CORP., 26th and Magnolia sts., Oakland 7, Calif. Auto springs and leaves; passenger, truck and bus batteries; passenger, truck and bus tires and tubes, brake lining and engineered sets, segments and blocks. F. J. Laher, pres., gen. and adv. mgr.; C. M. Jorgensen, vice-pres., asst. gen. mgr.; F. P. Prevost, secy.; F. E. Moriarity, treas., H. A. Johnson, vice-pres. and gen. sales mgr.; G. O. Spake, Eastern div. sales mgr.; T. J. Laher, asst. sales mgr.; O. E. Hopfer, asst. adv. mgr.; Robert Stutt, sales prom. mgr.; H. B. Clary, cf. engr.; S. W. Cobb, pur. agt.; T. J. Laher, traf. mgr. Det. Rep. — C. M. Jorgensen, 26th and Magnolia sts., Oakland, Calif. Adv. Agcy.—O. E. Hopfer, Oakland, Calif.

LAKEY FOUNDRY CORP., First and Water sts., Muskegon, Mich. Gray iron castings, semi-steel castings, wood and metal patterns. John O. Ostergren, pres., gen. mgr.; Erwin R. Jones, vice-pres.; George Spoelma, secy.; Russell C. Sundquist, treas.; Gordon Robidoux, wks. mgr.; George E. Kramer, sales mgr.; John Sprecken, plant engr.; Arthur E. Meier, pur. agt.

LAMSON & SESSIONS CO., 1971 W. 85th st., Cleveland 2, O. Bolts, nuts, screws, cotters, rivets, screw machine products. Roy H. Smith, chmn. of bd., dir.; George S. Case jr., pres.; J. F. Donahue, exec. vice-pres.; R. G. Patterson, vice-pres. and gen. sales mgr.; J. G. Rayburn, asst. gen. sales mgr.; D. J. Brown, exec. sales asst.; A. E. R. Peterka, div. sales mgr.; Don Koehl, mgr. auto. replacement sales; A. U. Klingman, mgr. railroad sales; C. A. Polinek, mgr. gov. and export sales; Ray Burns, asst. mgr. automotive replacement sales; F. J. DeCrane, dir. of pur.; L. J. Miller, pur. agt.; T. B. Judd, mgr. aircraft sales; G. N. Cottier, asst. pur. agt.; Gordon Kramp, traf. mgr. Det. Rep.—Lamson & Sessions, 7-237 General Motors bldg., Detroit. Adv. Agcy.—Belden & Hickox, Cleveland, O. John Hickox, acct. exec.

LANAGAN & HOKE, INC., Easton rd., Warrington, Pa. Electrical automotive testing equipment. Herbert Barness, pres.; Irving B. Brager, treas.

LANCASTER LENS, THE, 220-226 W. Main st., Lancaster, O. All types of lenses including stop, dome, back-up clearance, parking, tail, directional, fog and bullseye. S.A.E. specifications. Finishing operations on glass, include decorating, drilling, sandblasting, etc. Industrial glass. Robert K. Fox, pres.; W. D. Timmons, E. A. Work, W. T. Greenlee, vice-presidents; L. C. Bush, treas.; T. B. Kendrick, wks. mgr.; M. R. Hoover, sales mgr.; R. G. Alexander, asst. sales mgr.; E. A. Work, cf. engr.; H. W. Eehard, pur. agt.; J. F. Stanhagen, traf. mgr.

LANGLOIS BROS., 717 S. San Pedro st., Los Angeles, Calif. Truck equipment, trailers, third axles, school buses, transportation buses. Harry F. Langlois, Herbert N. Langlois, partners; Walter Scott, wks. mgr.; Fred J. Canning, sales mgr.; W. G. McMillan, pur. agt.

LANSING STAMPING CO., 1159 S. Pennsylvania ave., Lansing 2, Mich. Pressed metal products. G. F. Conway, pres., gen. mgr.; Henry Reniger, vice-pres.; L. S. Reese, vice-pres., treas.; E. D. Draper, secy., asst. treas.; R. M. Johnson, sales mgr.; O. Blest, pur. agt.; W. C. Baguley, factory mgr.

(Continued on Page 212)

How Dealer Profit Picture Changed in '53

	At the End of 3 Months		At the End of 6 Months		At the End of 9 Months		At the End of 12 Months	
	Gross Profit	Operating Profit	Gross Profit	Operating Profit	Gross Profit	Operating Profit	Gross Profit	Operating Profit
*Volume Group I	16.9%	3.9%	15.7%	4.2%	16.2%	4.3%	14.6%	1.9%
Volume Group II	17.0	4.4	16.8	4.4	16.8	4.3	15.5	2.2
Volume Group III	17.3	5.2	17.2	4.8	17.0	4.4	15.9	2.6
Volume Group IV	18.2	5.6	16.8	5.2	16.8	4.7	16.2	3.2
Industry Average	17.1	4.4	16.3	4.4	16.5	4.3	15.2	2.2

Volume Groups are based on 1953 retail deliveries as follows: Group I, 1 to 149; Group II, 150 to 399; Group III, 400 to 749, and Group IV, 750 or over. The figures are not for the individual quarters, but are cumulative up to the end of each period.

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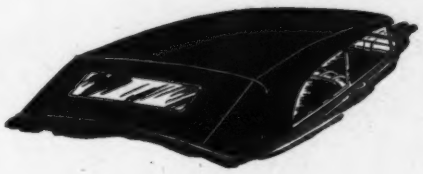
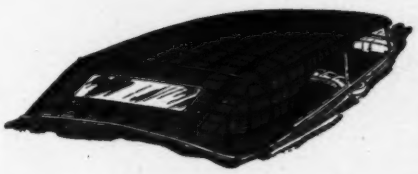
Who stands out as the greatest? Vardon, Jones, Hogan, Sarazen? You can argue that question, but there's no argument about the top name in Replacement Convertible Tops.

ARO REPLACEMENT CONVERTIBLE TOPS

FOR INCREASED SALES AND GREATER PROFITS, LINE UP WITH THE LEADER.



USE AND CARRY ARO TOPS—a *complete* line, including: The low priced **"STORM KING"**, medium priced **"REGAL"** and highest quality **"DELUXE"**, all "fit" in your operation. Workmanship and fit guaranteed.



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Who's Who in Auto Industry

(Continued from Page 211)

LARSON PRODUCTS, 144 South Glendale ave., Glendale 5, Calif. Custom designed fog lights and other automotive accessories. Fred H. Larson, pres.; Tom A. Neal, vice-pres.; Jim H. VanRoekel, secy. and treas.; Jerry Marcus, gen. and sales mgr.; Robert D. Bame, wks. mgr.; Jack Glantz, asst. sales mgr., adv. mgr.; Vernon Stoop, traf. mgr.

LA SALLE STEEL CO., P. O. Box 6800-A, Chicago 80, Ill. Cold finished and furnace treated alloy and carbon steel bars. T. L. Kelly, pres.; A. F. Golick, vice-pres. in chg. of sales; T. S. See, vice-pres. in chg. of operations and gen. mgr.; W. E. Schneider, adv. and sales planning mgr.; G. B. Boyer, mgr. sales engrg.; G. B. Smith, pur. agt. **Det. Rep.**—H. N. Landis, 416 New Center bld., Detroit 2.

LAS-STIK MFG. CO., Wayne and B, Hamilton, O. Tube repair kits, rubber cement, polishing cloths, metal cleaning cloths, vulcanizing patches, whitewall cleaning pads, wash mitts and anti-fog cloth, top and windshield repair. Louis C. Sohngen, pres., gen. mgr.; Neil L. Sohngen, vice-pres., adv. sales and sales prom. mgr.; Louis C. Sohngen jr., secy.-treas., wks. mgr., pur. agt.; Robert Wiseman, traf. mgr. **Det. Rep.** — Grantello Sales Co., Grand-Lel bldg., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Rowe & Wyman Co., Cincinnati, O.

LAUDAR CO., 121 E. Hill st., Thomson, Ga. Sales system, MDT inventory control, car service menu, 7 point invoice for car sales, service production system, salesmans prospect system, car service menu repair orders. Darrell M. Johnson, pres. **Adv. Agcy.** — Harrison Advertising Co., Augusta, Ga.

LAUREL PLASTICS, INC., 630 Fifth ave., New York 20, N. Y. Woven Saran fabric. Joseph Freidlin, pres.; Jerome K. Ballin, vice-pres.; Martin G. Frank, secy.; Stanley L. Ballin, treas.; Arthur Karr, gen. mgr. **Det. Rep.** — National Automotive Fibres, Inc., 19925 Hoover ave.

LEAKE STAMPING CO., THE, 1251 E. First st., Monroe, Mich. Metal stampings, any size, shape, thickness or analysis; body panels, interior automotive stampings, frame brackets, instrument panels, rocker arms, grilles, oil pans, engine mounting plates, cylinder head covers, accessory components, reinforcements. James M. Leake, pres. and gen. mgr.; James A. Leake, exec. vice-pres. and sales mgr.; A. Y. Hill, project engr.; H. G. Scott, pur. agt. **Det. Rep.**—Marshall Ragland. **Adv. Agcy.** — Carl Eversole, Toledo, O.

LEE CO., K. O., 1100 First ave., S. E., Aberdeen, S. D. Valve refacer, seat grinder, seat insert tool; connecting rod aligner; valve seat rings, mobile valve shop; stud wrench; reamer drive; AC arcwelder. C. C. Lee, pres., gen. mgr.; Louis R. Andersqn, asst. gen. mgr.; Don C. Stablein, sales mgr.; Phil J. Braunstein jr., adv. mgr.; Delo Lee, cf. engr.

LEE ENGINEERING CO., 269 Armistice blvd., Pawtucket, R. I. Hydraulic tire demounters (for truck tires—three different models); hydraulic jacks (two-ton for service station use); hydraulic lifts (platform type and fork type). Joseph A. Waterman jr., gen. mgr.; Carmine Gambardella, cf. engr.

LEE RUBBER & TIRE CORP., Factories: Conshohocken, Pa., and Youngstown, O. General office: Conshohocken, Pa. Motor vehicle tires and tubes, cement repair material, industrial and mechanical rubber conveyor and power belting, hose (various), extruded rubber products, etc. Albert A. Garthwaite, pres., gen. mgr.; E. M. Ikirt, gen. mgr. (Republic div.); Robert M. Brasaemle, vice-pres., chg. mgr.; Elden E. Leach, vice-pres., chg. plants; Arthur H. Nellen, vice-pres., chg. development and research; Warren Ingersoll, asst. to pres.; Arthur S. Pouchot, treas.-compt.; B. Herbert Lee, adv. mgr.; Paul Van Anda, secy.; Daniel H. Handy, asst. treas.; Joseph J. Rooney, asst. treas;. T. C. Boase, asst. secy. (Republic div.); J. C. Carlin, process engr.; J. J. Conway, pers. dir.; A. A. Garthwaite jr., asst. to vice-pres. in chg. of plants; Frederick Leopold, cf. engr.; J. Russell Shaw, pur. agt. **Adv. Agcy.**—Gray & Roberts, 12 S. 12th st., Philadelphia 7, Pa.

LEECE - NEVILLE CO., 5109 Hamilton ave., Cleveland 14, O. Motors, generators and allied control equipment for use on internal combustion engines. P. H. Neville, pres.; P. A. Miller, vice-pres.; J. S. Allt, secy. and treas.; H. J. Zuske, asst. vice-pres.; A. D. Gilchrist, asst. vice-pres.; P. K. Bremser, asst. vice-pres.; Don McPherson, gen. pur. agt.

LEFFERTS COLOR WALL, 96-05 Liberty ave., Ozone Park 17, N. Y. Color and white sidewalls. Stephen Usack, pres.; Charles Blando, vice-pres.; James Francese, secy.; Herman Pfeifer, treas.

LEHIGH SAFETY SHOE CO., general office and warehouse: First and Minor sts., Emmaus, Pa. Safety-toe leather oxfords and shoes, safety-toe rubber shoes and boots. Lawrence Merle, pres.; Frank B. Griswold, vice-pres., gen. wks. and sales mgr.; Howard Swartwood, secy.; Bruce L. Babcock, treas. **Det. Rep.**—Charles B. Warner, 5167 S. Claremdon ave. **Adv. Agcy.** — Frederick-Clinton Co., Inc., 545 Fifth ave., New York City.

LEMPCO AUTOMOTIVE, INC., Cleveland 27, O. Automotive parts: ring and pinion gears, transmission and flywheel gears, parts for clutches and automatic transmissions. A. B. Harding, pres.; J. Y. Blazek, exec. vice-pres.; M. Kreeger, vice-pres. and gen. mgr.; S. Kinkor, vice-pres. and sales mgr. **Adv. Agcy.** — Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LEMPCO INTERNATIONAL, INC., Export Div., 5409 Dunham rd., Bedford, O. J. F. Strnad, pres.; Dorothy R. Kimmel, vice-pres. and gen. mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LEMPCO PRODUCTS, INC., 5409 Dunham rd., Bedford, O. Subsidiary: Evans Reamer & Machine Co., New Lexington, O. Automotive shop equipment, brake drum lathes, electric and hydraulic presses; crankshaft grinders and straighteners; surface grinders, mobilcranes, boring bars, reamers and honers. James F. Strnad, chmn. of bd.; James J. Strnad, pres.; John J. Blazek, exec. vice-pres.; William J. Blazek, vice-pres.; Albert B. Harding, vice-pres., sales; J. F. Fahey, treas.; Herbert A. Spring jr., secy.; A. B. Rowe, asst. sales mgr.; R. Gegan, sales prom. mgr.; Wm. Nunn, sales mgr. for resale equipment; Bert Walker, western regional mgr.; Charles Gaskill, eastern regional mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

LIBBEY-OWENS-FORD GLASS CO., 608 Madison ave., Toledo 3. Regular, color, clear and colored polished plate glass; transparent mirrors; heat tempered polished plate glass, safety glass; E-Z Eye safety glass; insulating glass units; window glass; structural glass; bullet resisting glass; patterned and wire glass; glass doors; film-covered electricity-conducting glass. John D. Biggers, chmn. of bd.; L. G. Bryan, vice-pres.; H. H. Baker, vice-pres. and secy.; S. S. Walis, vice-pres.; C. W. Davis, vice-pres.; F. E. Cazayoux, compt. and treas.; G. P. MacNichol jr., pres.; E. M. Everhard, vice-pres. chg. sales; E. C. Walbridge, dist. sales mgr.; H. J. Yerger, dist. safety glass mgr.; A. P. Plant, indus. sales mgr.; Geo. E. Hill jr., indus. safety glass mgr.; Franklyn R. Hawkins, adv. mgr.; Earl Aiken, sales prom. mgr.; William H. Hasselbach, dir. of engrg.; J. C. Diehl, pur. agt.; John A. Faller, traf. mgr.; J. M. Ashley, pub. rel. mgr. **Det. Rep.**—S. S. Hall. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. E. V. Carlquist and C. H. Day, acct. exec.

LIGGETT SPRING & AXLE CO., Monongahela, Pa. Axles for trailer vehicles of all types, leaf springs of all types, drop forgings. Charles E. Dexter jr., pres.; Marc J. Sandler, vice-pres. and treas.; Frank L. Seamans, secy.; Philip Shaffer, plant mgr.; John Hammarberg, original equipment sales; William H. Courtright, replacement parts sales; J. D. Searles, dir. of pur. **Adv. Agcy.** — Lando Adv. Agency, Carlton House, Pittsburgh, Pa., and Caldwell, Larkin & Co., Inc., Merchants Bank bldg., Indianapolis 4, Ind.

LIGGETT SUPPLY & EQUIPMENT CO., Elkhart, Ind. Complete running gear for trailers. Charles E. Dexter jr., chmn. of bd.; Marc J. Sandler, pres. and treas.; Leonard Dexter, vice-pres., gen. mgr. (Subsidiary of Liggett Spring & Axle Co., Monongahela, Pa.)

LINCOLN BRASS WORKS, INC., 2051 12th st., Detroit 16, Mich. Precision built brass valves, parts and fittings. E. H. Mueller, pres.; D. E. DuPerow, vice-pres. and asst. gen. mgr.; Norb Hughes, sales mgr.; R. H. Marentette, pur. agt. **Adv. Agcy.**—Evans-Winter-Hebb, Inc., Detroit, Mich. Palmer Winslow, acct. exec.

LINCOLN ELECTRIC CO., 22801 St. Clair ave., Cleveland 17, O. Electric arc welders, AC, DC engine drivers; DS electric drivers; electrodes; accessories for welding. James F. Lincoln, pres.; A. F. Davis, vice-pres., secy. and adv. mgr.; C. G. Herbruck, A. W. Sawyer, assts.; J. S. Roscoe, exec. vice-pres. in chg. of business adm.; William Irrgang, exec. vice-pres. in chg. of mfg.; G. G. Landis, vice-pres.; L. K. Stringham, cf. engr.; Harold Burnip, dir. of pur.; G. E. Tenney, serv. mgr.; Arthur Todd, traf. mgr.; A. F. Davis, pub. rel. mgr. **Det. Rep.** — The Lincoln Electric Co., branch office, 10228 Woodward ave., A. F. Boucher, dist. mgr. **Adv. Agcy.** — Griswold-Eshleman, Cleveland, O. Wm. Pelich, acct. exec.

LINCOLN ENGINEERING CO., 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Alex P. Fox, pres.; Foster Holmes, vice-pres. in chg. sales, treas.; Carl H. Mueller, dir. of engrg.; John E. Renner, gen. sales mgr.; R. Kloos, adv. mgr.; Clark Schelp, sales prom. mgr.; Geo. Hubbard, special automotive rep.; John E. Casey, special automotive rep.; Jos. Jenkins, serv. mgr.; L. C. Rotter, cf. engr.; D. K. Howell, pur. agt.; Vernon Hudder, traf. mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.** — Oakleigh R. French & Assoc. St. Louis, Mo. A. Maescher jr., acct. exec.

LINCOLN-MERCURY DIV., of Ford Motor Co., 6200 W. Warren ave., Detroit 32, Mich. Lincoln and Mercury cars. Benson Ford, vice-pres., gen. mgr., Lincoln-Mercury div.; Richard E. Krafve, asst. gen. mgr.; P. F. Lorenz, div. contr.; D. J. Bracken, gen. mfg. mgr.; Gordon L. Walker, mgr., ind. rel.; Joseph E. Bayne, gen. sales mgr.; A. H. Crowley, asst. gen. sales mgr., Mercury; R. R. Nadal, asst. gen. sales mgr., staff; H. B. Daniels, asst. gen. sales mgr., Lincoln; R. F. G. Copeland, adv. training and sales prom. mgr.; J. B. Millis, pub. rel. mgr.; E. D. Longenecker, nat'l serv. mgr.; E. A. Erickson, parts and acc. mgr.; C. S. Brown, gen. pur. agt.; L. K. Marshall, quality control mgr.; W. A. Keller, nat'l used car mgr.; C. J. Isett, div. traf. mgr. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., Detroit, Mich. Don Miller, acct. exec.

LINDE AIR PRODUCTS CO., Div. of Union Carbide and Carbon Corp., 30 East 42nd st., New York 17, N. Y. Industrial gases, oxygen, nitrogen, argon, acetylene, calcium carbide, oxy-acetylene apparatus for cutting, joining, treating, and forming metals, acetylene generators, welding rods and supplies, air-acetylene apparatus, electric welding equipment and supplies for heliarc, sigma, and unionmelt welding. **Det. Rep.** — T. F. O'Connell, 6-240 General Motors bldg., Detroit 2, Mich.

LINDSAY STRUCTURE, INC., 5000 Dempster st., Skokie, Ill. Prefabricated light sheet metal for steel or aluminum truck bodies. Owen S. Lindsay, pres. and treas.; L. Seton Lindsay, vice-pres.; A. E. Brunzell, secy.; Catherine C. Munson, adv. mgr. and pub. rel. mgr.; Robert L. Matson, cf. engr. and pur. agt.; Elmer C. Sorenson, traf. mgr. **Adv. Agcy.**—The Fensholt Co., Chicago, Ill.

LINK-BELT CO., Executive office: 307 N. Michigan ave., Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery. R. C. Becherer, pres.; R. F. Bergmann, vice-pres. engrg.; H. L. Hoefman, vice-pres. mfg.; H. E. Kellogg, vice-pres. and treas.; B. V. Jones, adv. mgr.; Indianapolis Plant: 220 S. Belmont ave., Indianapolis 6. F. H. Spencer, sales mgr.; W. G. Bailey, mgr., automotive and diesel engine sales. Detroit District Office and Factory Branch Store: George Paige, mgr., 5938 Linsdale ave., Detroit 4. Manufacturing Plants, Sales Offices, Factories, Branch Stores, Distributors and Representatives throughout the world. **Adv. Agcy.** — Klau-Van Pietersom-Dunlap Assoc., Inc., Milwaukee 4, Wis. B. E. Hotvedt, acct. exec.

(Continued on Page 213)

MR. C. G. CONN, JR., President & Treasurer, describes the benefits of a National System in letter below.

"Our *National* System
saves us $3,000 annually
pays for itself in one year!"

—Conn-Gower Pontiac Co., Raleigh, N. C.

"Our National System provides a wealth of sales data," says Mr. Conn. "With this information, we've been able to tighten control of our inventory, and figure out tax collections quickly and easily. So much is done *automatically* (and with 19 classification totals), bookkeeping time and salary expense have been greatly reduced.

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"We estimate that our National System saves us $3,000 annually, paying for itself in one year. Results like these speak for themselves."

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ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
949 OFFICES IN 94 COUNTRIES

Who's Who in Auto Industry

(Continued from Page 212)

LINK ENGINEERING CO., 13845 Elmira ave., Detroit 27, Mich. Spring testers, oil consumption scales, center drills, dynamometers, flow meters, sheet tension indicator, special test equipment. H. W. Link, gen. mgr.; M. N. Weber, product development mgr.; R. A. Lundquist, sales mgr.; F. Romanski, cf. engr.; A. L. Hill, pur. agt. **Adv. Agcy.**—Merritt Smith Co., Detroit, Mich. H. Merritt Smith, acct. exec.

LINN COACH & TRUCK DIV., Great American Industries, Inc., 443 Chestnut, Oneonta, N. Y. Low floor, front wheel drive trucks. William H. Buck, gen. mgr.; James M. Friery, div. compt.; Frank E. Humphreys, cf. engr.; John C. Christensen, plant mgr.

LION OIL CO., Lion Oil bldg., El Dorado, Ark. **Refinery:** Gasoline, distillates, kerosene, light and heavy fuels, asphalts, lubricating oils, greases and protective coatings. **Chemical Plant:** Anhydrous ammonia, aqua ammonia, nitrogen, solutions; sulphate of ammonia and ammonium nitrate fertilizer. T. H. Barton, chmn. of bd.; T. M. Martin, pres.; A. F. Reed, vice-pres. and sales mgr.; J. E. Howell, R. E. Meinert and C. N. Barton, vice-presidents; Jeff Davis, secy.; E. W. Atkinson, treas.; J. B. Rogerson, mgr. of mfg.; J. H. Sheehan, sales mgr., petroleum sales; Leroy Donald, sales mgr., chemical sales; C. R. Olson, adv. and sales prom. mgr.; P. G. Anderson, traf. mgr.; John H. Gray, pub. rel. dir. **Adv. Agcy.** — Gardner Advertising Co., St. Louis, Mo.

LIPE - ROLLWAY CORP., 806 Emerson ave., Syracuse 1, N. Y. Heavy duty automotive clutches, production lathes, pneumatic bar feeds, portable hacksaw, cutters, automatic magazine loading bar feeds. H. F. Hodgkins, pres.; J. D. Williams, vice-pres., gen. mgr.; S. F. Hancock, secy.; J. S. Ogg, treas.; L. H. Kirk, gen. supt.; R. C. Brett, adv. mgr.; A. Alven, gen. sales mgr.; J. H. Williams, serv. mgr. (clutch div.); E. R. Fish, cf. engr.; C. B. Spase, cf. engr., automotive development; R. S. Root, cf. engr. (clutch div.); J. E. Edmonds, pur. agt.; G. S. Cronkite, traf. mgr. **Det. Rep.** — Gould Allen, 417 Southfield rd., Birmingham, Mich. **Adv. Agcy.**—Barlow Adv. Agency, 742 James st., Syracuse 1, N. Y.

LIQUID GLAZE, INC., 704 Sheriden st., Lansing 6, Mich. Protection treatment products for automobile finishes. John J. Mitchell, pres.; Harvey S. Steadman, secy. and treas.; Edward Hodowaine, sales mgr.; W. E. Kirksey, office and traf. mgr.; Donald Churchill, prod. engr.

LISLE CORP., 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, pin hole hone, rod aligner, brake cylinder hone, glaze breaker, Chevrolet valve guide driver, valve guide cleaner, wet honing machine, Supco brake parts, cables and brake fluid, Ford sleeve inserter. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres.; T. E. Brooks, secy., cf. engr.; E. G. Thompson, wks. mgr., pur. agt.; Edwin Lisle, sales mgr.; O. S. Gregory, adv. mgr. **Det. Rep.** — Harvey J. Nestle, 16141 Harper ave., E. Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

LITHO-PAINT FOSTER CO., Not Inc., 525 Noble st., Chicago 22, Ill. Advertising displays for automotive dealers and national advertisers. V. A. Mock, gen. mgr.; Harry Coleman, sales dir.; H. M. Williams, cont.; R. McIntyre jr., pub. relations dir.

LITTLE GIANT PRODUCTS, INC., 1530 N. Adams, Peoria 3, Ill. Third axles, hand hoists, hand winches, frame extensions, sweepers. H. G. Sharp, pres.; M. S. Sharp, secy.-treas.; Gilbert Pacey, vice-pres. and gen. mgr. **Adv. Agcy.** — Mace Adv. Agency, Peoria, Ill.

LITTLEFUSE, INC., 1865 Miner st., Des Plaines, Ill. Fuses and mountings for radio, electronic and automotive fields. E. V. Sundt, pres.; T. M. Blake, vice-pres., treas.; D. G. Turmail, secy.; J. D. Hughes, vice-pres. in chg. of sales; H. A. Cornelius, asst. sales mgr.; D. Shean, pur. agt. **Adv. Agcy.** — Burton Browne Adv., Chicago, Ill.

LIVINGSTON CO., THE, 150 Amity rd., New Haven 15, Conn. Auto polish, carmac key couplers, gas line anti-freeze, spook-nylon sponges. F. W. Westerson, pres., wks. mgr.; D. R. Arpin, secy., gen. mgr.; D. N. Mullany, treas., pur. agt.; S. L. Asher, sales mgr.; P. Porto, cf. eng., traf. mgr.; B. Kimmich, pub. rel. mgr. **Det. Rep.** — Lee Distributing Co., 12810 Lauder. **Adv. Agcy.**—Murray Breese, Irvington, N. Y. Murray Breese, acct. exec.

LOGANSPORT MACHINE CO., INC., Logansport, Ind. Air and hydraulic cylinders and valves, presses, power units, pumps. Mrs. E. P. Wilkinson, pres.; C. M. Bates, vice-pres. and gen. mgr.; L. L. Austin, secy.; C. J. Kieffer, controller; L. R. Burger, sales mgr.; H. L. Stewart, asst. sales and adv. mgr.; R. Becker, prod. engr.; Morris McAtee, pur. agt. **Det. Rep.** — American Equipment Co., 5928 Second blvd., Detroit. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. Floyd D. Jeffries, acct. exec.

LONG MANUFACTURING DIV., Borg-Warner Corp., 12501 Dequindre st., Detroit 12, Mich. Automotive radiators, clutches and torque converters. J. L. Dryden, chmn. of bd.; J. R. Dryden, pres. and gen. mgr.; W. F. Burgess, secy. and treas.; M. J. Brinkman, exec. vice-pres.; L. J. Loranger, vice-pres. and adv. mgr.; F. B. Herz, vice-pres. in chg. sales and engrg.; C. E. Dombrowski, vice-pres. in chg. mfg.; G. H. Thomas, sales mgr.; C. M. Woods, serv. mgr.; R. B. Scott, pur. mgr.; C. E. Stuckey, asst. pur. mgr.; R. C. Zeidler, research and development engr. **Adv. Agcy.** — F. M. Randall Company, Detroit 26, Mich.

LORD MFG. CO., 1635 W. 12th st., Erie, Pa. Bonded rubber products; anti-vibration and shock absorption devices. Thomas Lord, pres.; A. G. Postlethwait, vice-pres.; Mrs. B. M. Hartman Lord, secy.-treas.; Geo. E. Tubb, vice-pres. chg. sales; C. L. Freel, mgr. field engrg.; R. C. Henshaw, mgr. engrg.; D. P. Cobb, pur. agt.; R. B. Tousey, supt. mfg. div. **Det. Reps.**—2842 West Grand blvd., E. C. Vallin, R. E. Koldhoff.

LUCAS ELECTRICAL SERVICES, INC., 653 Tenth ave., New York 19, N. Y. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern. Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owen, vice-pres.

LUMIDOR MFG. CO., INC., 4801 E. 50th st., Los Angeles 58, Calif. Visors, foglights, spotlights, driving lights, backup lights, stop lights, curb finders, top carriers, roller cabinets. E. C. Cranston, pres., gen. mgr.; A. N. Neilsen, vice-pres.; E. K. McKee, secy.-treas.; E. E. Hagerman, plant mgr.; R. G. Kirkton, cf. engr.; J. E. Kolb, pur. agt.; John Bradshaw, traf. mgr.

LUMITE DIV., Chicopee Mills, Inc., 47 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. G. O. Lienhard, pres.; H. H. Purvis, vice-pres. in chg. of mfg.; George C. Riegger, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; George H. Day II, vice-pres. and gen. sales mgr.; James W. Veeder, adv. and sales prom. **Det. Rep.**—Harold W. Brown, 2983 E. Grand blvd., Detroit, Mich. **Adv. Agcy.** — Lennen & Newell, Inc., New York City, N. Y. Jack Sheldon, acct. exec.

LUSTRE PRODUCTS CORP., Box 803, Lansing, Mich. Manufacturers and national distributors of chemicals and equipment for automobile beauty care. John J. Mitchell, pres.; Harvey S. Steadman, secy.-treas.

LUSTUR-SEAL CORP., 533 Hupp ave., Jackson, Mich. Lustur-Seal car paint treatment. Ed Hall, pres., sales and serv. mgr.; Claude Flick, vice-pres., wks. mgr.; D. R. Wiley, secy.-treas., gen. mgr., pur. agt.

LYK NU CO., INC., 279-281 E. 139th st., New York 54, N. Y. Waxes, fabric cleaner, pre wax cleaner, stop rust, snow white-spray white wall tire cleaner. Al A. Banks, pres.; Lillian La Vine, gen. mgr.; Harold Banks, wks. mgr.; Lester Poliner, sales mgr. **Adv. Agcy.**—Wendell P. Colton Co. Inc., New York, N. Y.

LYNCH CORP., Crystal and Ames st., Anderson, Ind. Air compressors. F. K. Zimmerman, pres.; J. H. McGivern, secy. and treas.; R. L. Sears, vice-pres. and gen. sales mgr.; A. V. Petersen, sales mgr.; Par Compressor div.: R. D. Aumend, serv. mgr.; W. H. Gardiner, wks. mgr.; R. W. Morey, pur. agt. **Det. Rep.**—W. M. Hamilton, 22612 Beech st., Dearborn, Mich. **Adv. Agcy.** — Beeson-Reichert, Inc., Toledo, O. J. L. Racine, acct. exec.

LYON, INC., 13881 W. Chicago blvd., Detroit 28, Mich. Stainless steel wheel covers and wheel trim, discs and rings; metal whitewalls, plastic parts and stampings. G. Albert Lyon, pres.; R. E. Lyon, exec. vice-pres.; Geo. A. Lyon jr., vice-pres.; Alberta L. Judd, secy.; Wm. J. Riley, treas.; Frank A. Wickham, gen. sales mgr.; G. W. Hain, asst. sales mgr.; R. M. Hodgson, asst. sales mgr.; C. A. Brinke, field sales mgr.; V. G. Converse, dir. of pur.; C. F. Hanna, asst. pur. agt.; Geo. C. Zuba, asst. pur. agt.; J. W. Tulloss, prod. mgr. **Adv. Agcy.** — MacManus, John & Adams, Detroit, Mich. Wm. Mara, acct. exec.

LYON METAL PRODUCTS, INC., Aurora, Ill. Parts bin systems, bulky parts racks, benches, lockers, toolstands, tool boxes, shop equipment. H. B. Spackman, pres.; J. M. Olesen, vice-pres. chg. of sales; L. D. Deal, secy., treas.; O. M. Konrath, gen. prod. mgr.; Leonard B. Rhodes, adv. and sales prom. mgr.; D. K. Powelson, asst. adv. mgr.; S. C. Benyard, pur. agt.; H. McManus, traf. mgr.; Neal Ormond, pub. rel. mgr. **Det. Rep.**—W. J. Meldell, mgr. Lyon Metal Products, Inc., 209 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago, Ill. G. T. Taylor, acct. exec.

M

M & W GEAR CO., INC., Anchor, Ill. Add-power sleeve and pistons, live power P.T.O. clutch, live power hydraulic system, 9 speed transmissions. Elmo Meiners, pres., Arthur Warsaw, treas., cf. engr.; H. C. Foster, wks. mgr., pur. agt.; W. E. Volk, sales mgr.; Loren Alpers, asst. sales; James Hey, serv. mgr. **Det. Rep.** —John Hughes, 2506 Treat rd., Adrian, Mich. **Adv. Agcy.** — The Biddle Co., Bloomington, Ill.

MACHINED PARTS CORP., 6209 Hamilton, Detroit 2, Mich. Automotive electrical products. M. M. Moats, pres. and gen. mgr.; H. D. Mair, exec. vice-pres.; B. A. Moats, vice-pres.; W. Palmer Lanagan, vice-pres., chg. of research, development; J. D. Ward, secy.; Ray. R. Buckman, pur. agt.

MACHINERY & EQUIPMENT EXCHANGE, INC., 3400 W. Fort st., Detroit 16, Mich. Toolroom and production metal working

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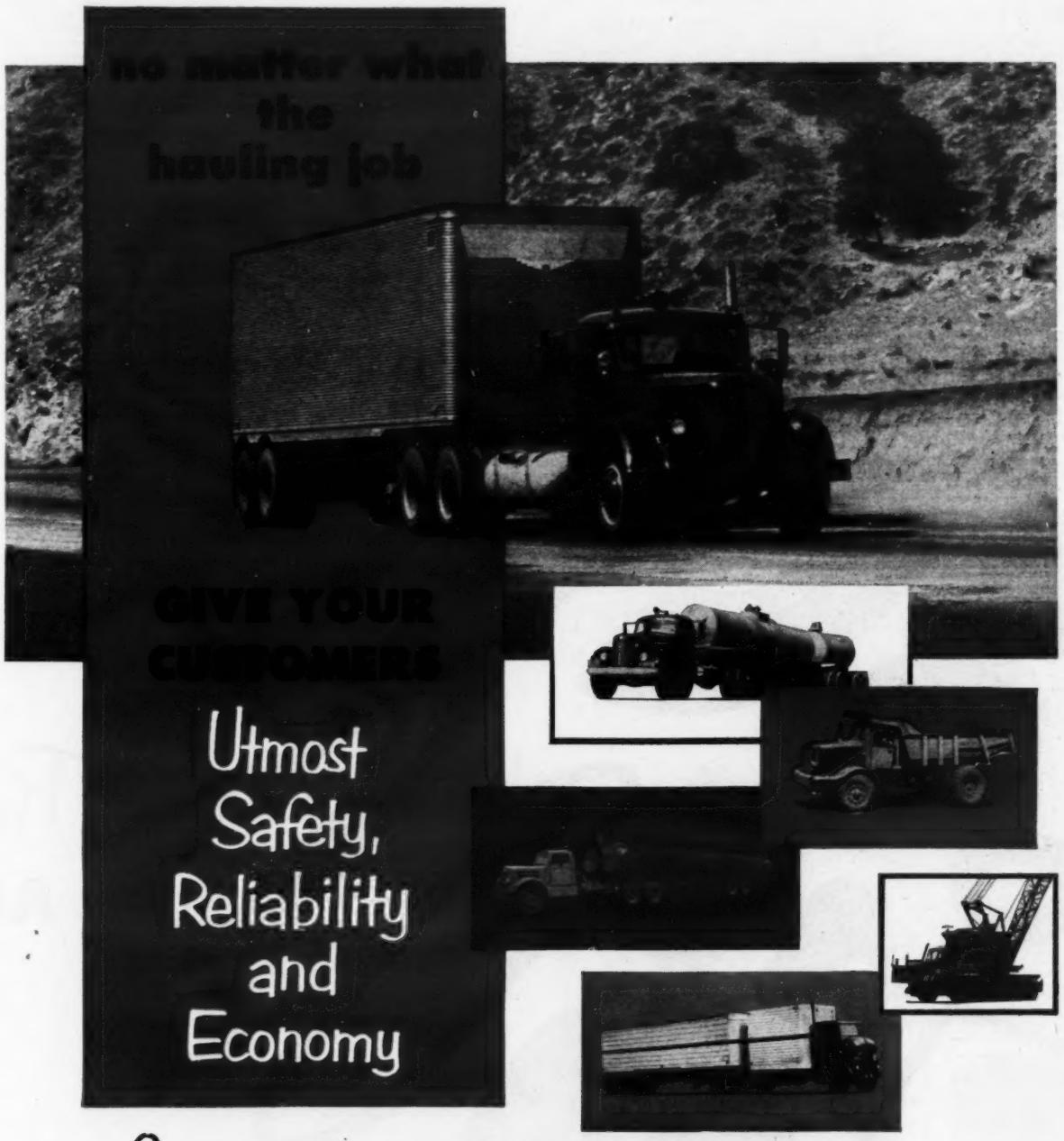

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Who's Who in Auto Industry

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machinery and equipment, steel shop equipment, steel shop equipment, shelving, lockers, parts bins, work benches, air compressors, electric motors, spray equipment, electric tools, electric and chain hoists, hydraulic jacks, body jacks, vises, flexible shaft, bench and floor grinders, hand and hydraulic operated arbor presses, arc welding equipment, tote pans, shop boxes, etc. Albert M. Egrin, pres.

MACK MOTOR TRUCK CORP., 350 Fifth ave., New York 1, N. Y. Trucks, tractors, buses, fire apparatus. E. D. Bransome, chmn. and pres.; M. E. Stover, vice-pres., finance; W. D. Kendall, vice-pres., mfg.; E. G. Ewell, vice-pres., sales; G. F. Jones, vice-pres., gen. sales mgr.; A. G. Crockett, dir. sales development; H. Rowold, vice-pres., mgr. natl. and fit. sales; E. J. Dinkel, secy.; T. J. Zeller, vice-pres., cf. engr.; H. Bernard, vice-pres., dir. serv.; N. F. McCarthy, vice-pres., purchasing. **Det. Rep.**—E. H. Dillow, 10401 Ford rd., Dearborn, Mich. **Adv. Agcy.**—Doyle, Kitchen & McCormick, Inc., New York 17, N. Y. R. Doyle, acct. exec.

MACKENZIE MUFFLER CO., INC., 460 N. Meridian rd., Youngstown 9, O. Automotive exhaust systems and automotive oil filters. J. C. Stewart, exec. vice-pres. and gen. mgr.; Myron Ullman, secy.; K. B. MacDonald, treas.; W. W. Marriott, wks. mgr.; F. G. Hyatt jr., sales mgr., ind. div.; F. Hyatt, cf. engr.

MACKLIN CO., 2914 Wildwood rd., Jackson, Mich. Grinding wheels, sharpening stones and other abrasive products. R. C. Franklin, pres.; W. V. Blake, vice-pres., engr.; R. O. Lane, vice-pres. sales engr.; M. T. Hunt, vice-pres., sales mgr. eastern div.; Jack Arnst, sales mgr. western div.; C. E. Etheridge, secy.-treas.; J. E. Saathoff, wks. mgr.; R. B. Howlett, adv. mgr., dir. of pur.; E. M. Scheiffler, asst. pur. agt. **Det. Rep.**—N. H. Balz, 1144 W. Baltimore. **Adv. Agcy.**—Guy C. Core Co., Jackson, Mich.

MACLEOD CO., THE, Box 452, Sharonville, O. Abrasive blast, oil burning and blacking swab sprayer equipment for factories, foundries, mills; guns for spraying cement and sand, sand dryers. E. F. Hoffman, pres.; Thomas J. Hollmeyer, vice-pres.

MAC'S SUPER GLOSS CO., 6040 N. Figueroa st., Los Angeles 42, Calif. Auto polishes, rust remover, radiator compounds, etc. R. MacIsaac, owner and gen. mgr.; M. Egan, secy. and pur. agt.; John Loy, acct.; Ray Gallagher, wks. mgr.; Ted J. Smith, Eastern sales mgr.; Ralph Shrader, N. Calif. sales mgr. **Det. Rep.** — Kenneth Stough. **Adv. Agcy.** — Crossley and Jeffries, Inc., Los Angeles, Calif. Jack Crossley, acct. exec.

MACTON MACHINERY CO., INC., Dyke Lane, Stamford, Conn. Automobile display and car washer turntables, display and industrial conveyors. D. Bruce Johnston, pres.; K. Alison Johnston, secy.-treas. **Adv. Agcy.**—Birdsall Co., 76 Wilson st., White Plains, N. Y. Harry Birdsall jr., acct. exec.

MADAY BODY & EQUIPMENT CORP., 36-50 "A" st., Buffalo 11, N. Y. Commercial truck bodies. Walter Maday, pres.; Henry S. Maday, secy.-treas. and gen. mgr.; A. Galantowicz, credit mgr.; Elmer C. Fox, pur. agt.; Alois R. Czajka, asst. pur. agt. **Adv. Agcy.** — Henry J. Weil, Inc., Buffalo, N. Y.

MAGNALIGNE CO., 1615 Pine st., San Francisco 9, Calif. Wheel aligners. Albert Peters, pres.

MAGNETIC DRAIN PLUG CO., Rt. 58, Wellington, O. Magnetic pipe, drain, filler and special plugs. David T. Muckley, pres., gen. mgr. and pur. agt.; Samuel B. Katz, vice-pres. and sales mgr.; Lauren Hexamer, secy.; Pearl B. Katz, treas.

MAGNUS CHEMICAL CO., INC., South ave., Garwood, N. J. Automotive cleaning compounds and cleaning machines. W. M. Campbell, pres.; D. Blanchard, vice-pres.; W. M. Garbe, treas.; H. Y. Barrow, secy.; R. Kreie, adv. mgr.; H. Miller, asst. adv. mgr.; G. Slaight, pur. agt. **Det. Rep.** — W. F. Gregory, 16535 Lawton ave., Detroit 21, Mich. Norman Schairer, 12526 Dresden ave., Detroit 5, Mich. **Adv. Agcy.** — Spooner & Kriegel, York, N. Y. W. Spooner jr., acct. exec.

MAGUIRE CO., INC., WALTER, 60 E. 42nd st., New York 17, N. Y. Detroit Office: 12147 Manor ave., Detroit 4, Mich. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres.; Alfred Foster, vice-pres.; Alfred Foster, gen. mgr. **Mich. Rep.** — Russ Brown.

MALDEN AUTO TOP CO., INC., 11 Commercial st., Malden 48, Mass. Automobile seat covers in various fabrics. A. Ruby Pizer, pres. and gen. mgr.; Mark Pizer, vice-pres., secy.-treas., wks. mgr.; Mel Gordon, sales mgr., adv. mgr. and pub. rel. mgr. **Det. Rep.**—Rex Sales Co., Inc., 16310 W. 7 Mile rd., Detroit. **Adv. Agcy.** —Intercity Adv. Co., 38 Mountain ave., Malden 48, Mass. Jim Rendle, acct. exec.

MALL TOOL CO., 7740 S. Chicago ave., Chicago 19, Ill. Portable power tools: electric and pneumatic impact wrenches, drills, screwdrivers, sanders - polishers, grinders; flexible shaft grinders, sanders and polishers. A. W. Mall, pres.; Ralph Schwass, vice - pres.; W. H. Sanders, secy.-treas. **Det. Rep.** — Mall Tool Co., 8635 Gratiot ave., Detroit.

MALSBARY MFG. CO., 845 92nd ave., Oakland 3, Calif. Fireless cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres. and gen. mgr.; Walter Taylor, vice-pres.; M. K. Dugener, sales mgr.; Walter F. Malsbary, secy.-treas.; J. S. Drummond, cf. engr.; L. F. Linn, pur. agt. **Det. Rep.**—F. W. Hammond, 315 N. Ravena blvd., Ann Arbor, Mich. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

MANBEE EQUIPMENT DIV. General sales office: 185 N. Wabash ave., Chicago, Ill. Factory: Rock Island, Ill. Wheel balancers, wheel aligning equipment, axle straightening equipment, head light testing equipment and frame straightening equipment. J. H. Pereue, sales mgr.; C. R. MacMillan, cf. engr. **Adv. Agcy.**—Allbright Assoc., Chicago, Ill.

MANLEY MFG. DIV., American Chain & Cable Co., Inc., 1100 E. Princess st., York, Pa. Hydraulic jacks, hydraulic presses, engine stands, floor cranes, wrecking cranes, tire inspections, chain hoists, trestles. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.) pres.; W. D. Kirkpatrick (York, Pa.); E. J. Williams (N. Y.) vice - presidents; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; W. W. Berchtold (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.** — Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires and tubes. J. H. Hoffman, pres.; J. S. Wainwright, vice-pres.; H. B. Soulen, vice-chmn.; E. E. Stevens, vice-pres.; W. A. LaValley, adv. and sales prom. mgr.; J. M. Slattery, pur. agt.; C. K. Smaltz, traf. mgr.; M. L. Bayer, factory mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.**—F. D. Boals. **Adv. Agcy.**—The Buchen Co., Chicago, Ill.

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MARBLETTE CORP., 3721 30th st., Long Island City 1, N. Y. Liquid and cast phenolic resins. Samuel Glickstein, pres.; Robert Grayson, sales mgr.; Max Hilrich, cf. engr. **Det. Rep.**—Frank Bogart, 1941 James Couzens Highway, Detroit, Mich. **Adv. Agcy.**—MacLean Advertising Agency, Inc., 207 East 37th st., New York 16, N. Y. Theodore M. Seller, acct. exec.

MAREMONT AUTOMOTIVE PRODUCTS, INC., 1600 S. Ashland ave., Chicago 8, Ill. Coil, leaf and helper springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and installation kits. Howard E. Wolfson, chmn. of bd.; Arnold H. Maremont, pres.; M. A. Wolfson, sr. vice-pres.; Jerome M. Comar, exec. vice-pres.; J. C. Grace, secy.-treas.; C. A. Klaus, vice-pres. replacement sales; J. Theodore Wolfson, export sales dir.; M. Robt. Wolfson, adv. mgr.; J. L. Woodhead, southeastern replacement sales mgr.; Drew Ehrhardt, western replacement sales mgr.; Tom Roach, midwestern replacement sales mgr.; Ken Maxwell, eastern replacement sales mgr.; Gail H. Hedrick, vice-pres. sales engr.; John Bartuska, cf. spring engr.; R. A. Graham, vice-pres. engrg.

MARINE AND INDUSTRIAL ENGINE DIV., Chrysler Corp., 2000 Van Horn rd., Trenton, Mich. Marine and industrial engines for both civilian and military use, air raid sirens and other military equipment. R. T. Keller, pres.; E. C. Quinn, Nicholas Kelley jr and A. G. Loofbourrow, vice-presidents; C. C. Williams, gen. mgr.; C. R. Gault, secy.-treas.; F. W. Misch, compt.; E. E. Trittschuh, sales mgr. marine engines; J. Hammelef, sales mgr., ind. engines; C. H. Morris, cf. engr.; J. H. Caron, dir. of adv. **Adv. Agcy.**—Zimmer, Keller and Calvert, Inc. Harry W. Calvert, acct. exec.

MARION METAL PRODUCTS CO., Cheney ave., Marion, O. Steel dump bodies and hydraulic hoists. G. E. Herr, pres., gen. mgr.; A. L. Beach, asst. gen. mgr.; L. E. Oberlander, secy.; R. J. Graham, treas.; R. E. Craven, cf. engr.; S. H. Kruger, asst. cf. engr.; H. H. Jacobs, sales mgr.; Willis Nye, asst. sales; L. C. Dickerson, wks. mgr.; R. L. Henninger, pur. agt.; S. J. Birnbaum, traf. mgr. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Calvin Arnold, acct. exec.

MARITZ enterPRIZES, LLOYD, 411 N. Tenth st., St. Louis 1, Mo. Specialists in automotive incentive campaigns. Lloyd Maritz sr., pres.; Raymond J. Canda, vice-pres.; Lloyd Maritz jr., secy.-treas.; C. T. Beasley, mdse. mgr.; I. Moss, sales mgr.; E. Dieckmann, adv. mgr.; L. Brady, sales prom. mgr.; C. Russell Froehly, pur. agt.; Joe Wilson, traf. mgr.; Caroline Coombs, pub. rel. mgr. **Adv. Agcy.**—L. Steinheimer Adv. Agcy., St. Louis. M. L. Steinheimer, acct. exec.

MARLIN-ROCKWELL CORP., 402 Chandler st., Jamestown, N. Y. Ball and roller bearings. S. W. Brandel, pres.; W. B. Mead, secy.-treas.; L. A. Cummings, vice-pres., wks. mgr.; H. A. Johnston, vice-pres., gen. sales mgr.; Chas. W. Rauch, adv. mgr.; R. F. Samuelson, cf. engr.; C. A. Berg, dir. of pur. **Det. Rep.** —A. E. Fawley, 17175 Wyoming ave., Detroit, Mich. **Adv. Agcy.** — Griffith & Rowland, Jamestown, N. Y.

MARMON-HERRINGTON CO., INC., 1511 W. Washington st., Indianapolis 7, Ind. Electric trolley coaches, motor coaches, heavy duty all-wheel drive trucks, remanufacture of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; C. Alfred Campbell, vice-pres., sales and adv. mgr.; Fred B. Croner, vice-pres.; Charles Guernsey, vice-pres. in chg. of transit sales; Wm. P. Nottingham, secy.; G. C. Dixon, treas.; Edward F. Ray, asst. sales mgr.; Harold B. Blank, serv., parts and acc. mgr.; George H. Freers, vice-pres. in chg. of engr.; A. O. Standiford, pur. agt.; E. M. Guinn, traf. mgr. **Adv. Agcy.** —Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

MARQUETTE MFG. CO., INC., 307 S. Hennepin ave., Minneapolis 14, Minn. AC arc welders, welding accessories, oxy-acetylene welding equipment, acetylene generators, battery chargers (all types), welding electrodes, welding rods, tractor strip and towing equipment. H. J. Lange, pres.; R. B. Niles, vice-pres., gen. mgr.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, wks. mgr.; C. M. Akins, vice-pres., cf. engr.; E. F. Salomonson, pur. agt.; M. H. Potter, vice-pres., gen. sales mgr.; W. G. Schilling, sales mgr. welding div.; E. S. Osburn, sales mgr. charger div.; R. A. Sienes, export mgr.; J. R. Lowrie, adv. mgr. **Adv. Agcy.** — Olmsted & Foley, 1200 Second ave. S., Minneapolis, Minn.

MARSHALL-ECLIPSE DIV., Bendix Aviation Corp., Cohoe and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining, synthetic resins, adhesives, protective coatings. F. C. Weyburne, gen. mgr.; H. Stolar, factory mgr. and dir. indus. rel.; H. C. Hodson, divisional compt.; D. E. Stuart, sales mgr., original equipt.; C. W. Cowan, asst. sales mgr., original equipt.; L. H. Goyette, sales, original equipt.; A. J. Roemer, serv. sales mgr.; C. S. Ferguson, dir. of engrg.; B. W. Klein, cf. engr., automotive prod.; F. W. Aldrich, asst. cf. engr., automotive prod.; E. A. Martin, pur. agt.; E. Drislane, test engr.; T. E. Shelly, traf. mgr. **Det. Reps.** —D. E. Stuart, sales mgr.; C. W. Cowan, asst. sales mgr.; L. H. Goyette, sales, orig. equipt., 8-204 General Motors bldg., Detroit 2. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

MARSON CORP., 115 Mill st., Revere 51, Mass. Sanding attachments, drive-in fender welts, tinning compounds, curtains for paint spray booths, wash racks and undercoating booths; plastic car garages, plastic car maskers for painting; mechanics fender and seat covers, plastic drop cloths, "smoothie" paint additive, paint cup liners, DDK dust killer, covers for testing equipment, rebuilt motors and other garage equipment; paint cup gaskets. L. S. Lewis, pres.; Joe Cooper, vice-pres., Irving Cooper, secy., sales mgr. **Adv. Agcy.** — Mayhoff Co., Lynn, Mass.

MARTIN SENOUR CO., Automotive Div., 2520 Quarry st., Chicago 8, Ill. Hi-solids lacquer colors, lacquer and synthetic enamel undercoats, synthol enamel colors, blacks, thinners, reducers, specialties. W. M. Stuart, pres.; J. R. Rawley, asst. to pres.; E. Garman, treas.; Don A. Seeley, gen. mgr. (automotive div.); A. R. Raymond, adv. mgr. **Adv. Agcy.**—MacFarland Aveyard, Chicago, Ill. W. Power, acct. exec.

MARVEL - SCHEBLER PRODUCTS DIV., Decatur, Ill. Gasoline, distillate, LPG, carburetion equipment, power brakes and devices. R. C. Ingersoll, pres.; G. V. Patrick, vice-pres. and gen. mgr.; R. D. Turner, secy.-treas.; D. N. Arndt, vice-pres. chg. of sales. **Adv. Agcy.** — Kane Advertising, Bloomington, Ill.

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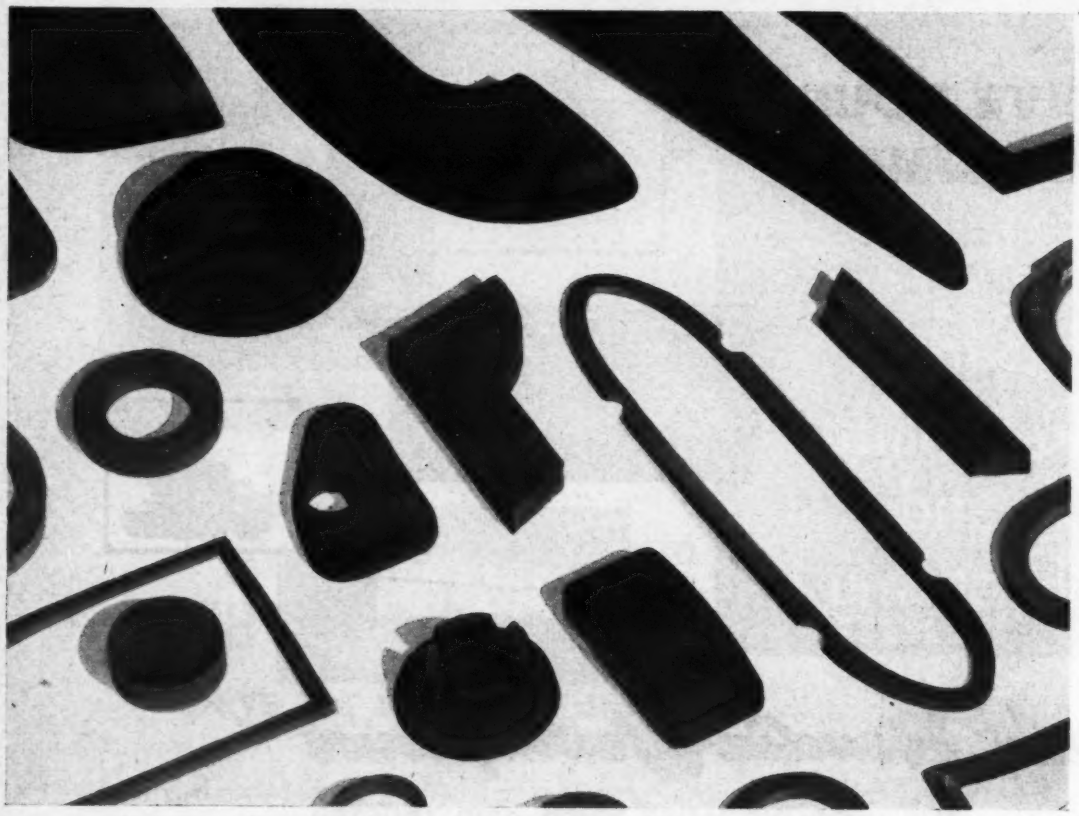

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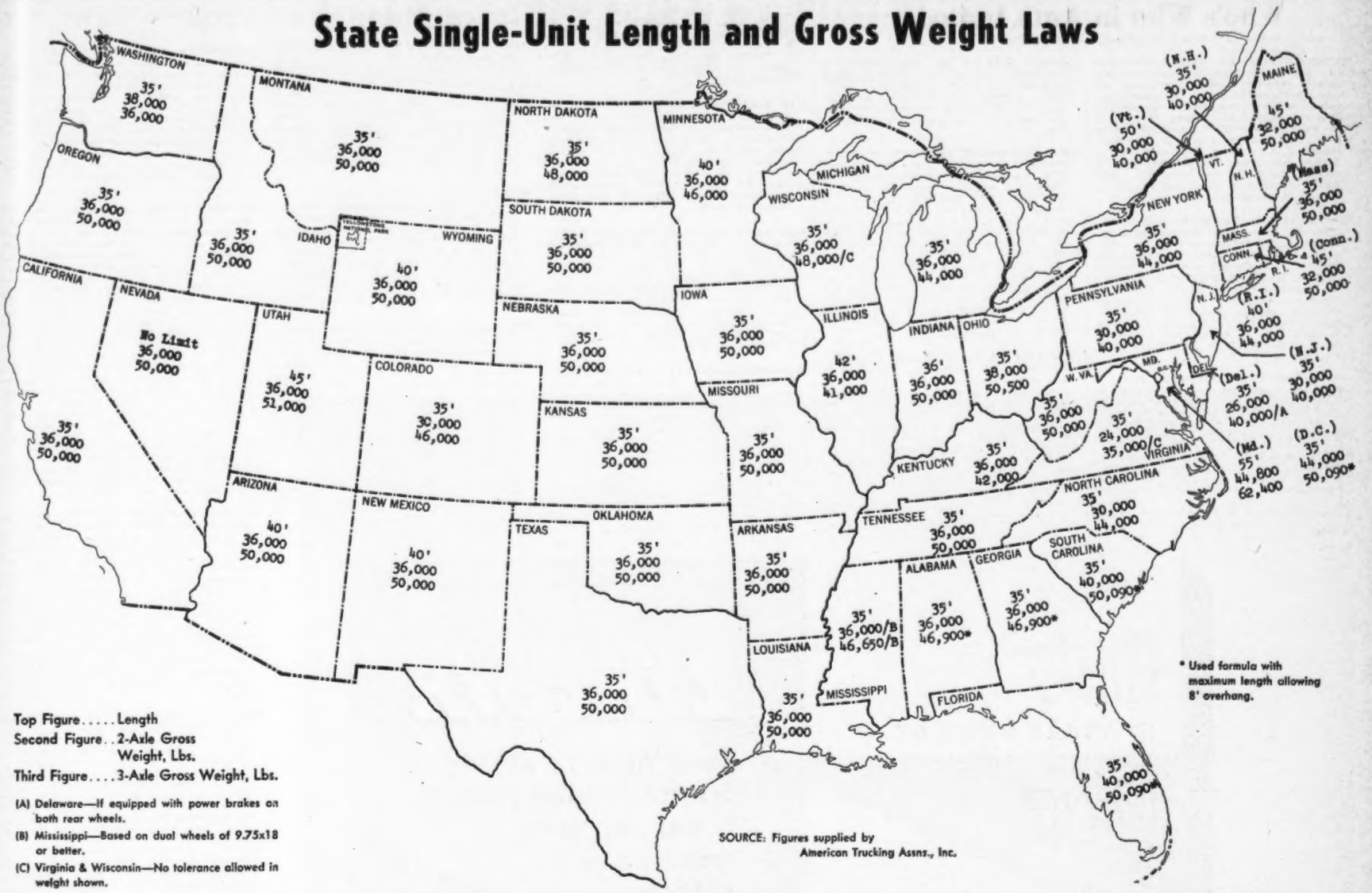

Who's Who in Auto Industry

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MASLAND DURALEATHER CO., Amber and Willard sts., Philadelphia 34, Pa. Duran dil-plastic upholstery material, Duran with fabric back, Duran with elastic fabric back, Durasol plastic coated fabric. Walter Masland, pres.; R. P. Masland, vice-pres.; Luther W. Shadle, secy.-treas.; Albert C. McCoy, vice-pres., gen. mgr.; J. A. Shadle, sales mgr.; M. B. McMeekin, asst. sales mgr.; William W. Day, adv. mgr.; George Sweet, sales analyst; Walter Uhlig, traf. mgr. **Det. Rep.**—Lester J. Colby, 710 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Fox & Mackenzie, Philadelphia, Pa. Jack Schoeninger, acct. exec.

MASLAND & SONS, C. H., Springs rd., Carlisle, Pa. Wilton and velvet rugs and carpets, automobile carpet. F. E. Masland jr., pres.; C. H. Masland II, M. H. Masland jr., G. C. Denebrink, vice-presidents; R. P. Masland, secy.-treas.; James Dolan, floorcovering sales and mdse. mgr.; G. R. Keim, asst. to the pres. (automotive sales and service); Jas. Prescott jr., pur. agt.; Robert Morris, traf. mgr.; D. W. Rich jr., pub. rel. mgr. **Det. Rep.**—Hughes & Hunter, Inc., 16650 E. Warren. **Adv. Agcy.**—Anderson & Cairns, Inc., New York, N. Y. Karl Knipe, acct. exec.

MASTER EQUIPMENT CORP., 15 N. Broadway, Dayton, O. Drain Master, Meter-Master, a slow flow fuel consumption meter for use on trucks, buses, fuel oil burners, etc. Eric Hoerner, pres.; V. L. Cruea, secy.-treas.; H. M. Rogers, wks. mgr.; E. Hoerner, sales mgr.

MASTER MANUFACTURING CO., 1300 E. ave. A, Hutchinson, Kan. Machine tool attachments, lathe attachments for milling and grinding, internal keyseater and slotting equipment, geared dividing heads, thread milling attachments, tool post grinders. Charles H. Hill, pres.; H. Lee Hill, gen. and sales mgr.; Hue Whited, adv. mgr.; Don Morton, cf. engr.; Hugh Mackey, pur. agt. **Adv. Agcy.**—Lago & Whitehead Co., Wichita, Kans.

MASTER PARTS DIV., Airtex Products, Inc., 4th and Main sts., Fairfield, Ill. Water pumps, front end suspension parts, clutch bearings, wheel bearings, tie rod ends, king bolt sets, spring shackle sets, shock and stabilizer links, hydraulic brake parts, fuel pump kits, water pump kits. E. V. Frankel, pres.; L. A. Blackburn, chmn.; C. H. Remmel, div. sales mgr.; Kenneth Sullivan, pur. agt.; H. Krauss, traf. mgr.; Garrett M. Bates, pub. rel. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

MASTER PRODUCTS MFG. CO., 3480 E. 14th st., Los Angeles 23, Calif. Sectional filing equipment. Metal-tab indexes, paper punches, sales cases, sales binders. Allan O. Marsh, pres. and gen. mgr.; V. L. Knight, secy.-treas.; Harry Panfill, cf. engr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George Briggs, acct. exec.

MASTER TEMPLATE & TOOL CO., INC., 5838 Commonwealth ave., Detroit 8, Mich. Templates, fixtures, die models (wood and plastic), wood patterns, plastic tooling, jigs. Bartheld Zeunen, pres.; Joseph Legato, exec. vice-pres., treas. and gen. mgr.; Lee E. Zeunen, secy. **Det. Rep.**—A. A. Brune, 5838 Commonwealth ave.

MATHER SPRING CO., 939 N. Cove blvd., Toledo 10, O. Leaf and torsion springs for cars, trucks, buses and off-the-road equipment. Gordon M. Mather, chmn. of bd.; Henry T. Mather, pres. and treas.; Philip Hendrickson, adm. vice-pres.; W. B. Durham, asst. secy. and asst. treas.; Rathburn F. Mather, secy.; H. Y. Barnes, dir. of sales; G. F. Miller, gen. sales mgr.; R. W. Nilsson, cf. engr.; P. W. Stevens, customer serv. mgr.; G. H. Hodgson, pur. agt.; M. H. Schreiner, production control and material planning mgr.

MATS UNLIMITED, INC., 703 W. Madison, Danville, Ill. Tailored rear floor and luggage compartment mats. Philip Smith, pres.; Jacob S. Baer, vice-pres.; Irvin D. Baer, secy.-treas.

McALEER MFG. CORP., 101 S. Waterman ave., Detroit 17, Mich. Automotive div. products: Automotive waxes, polishes, rubbing compounds and chemical specialties. Industrial div. products: Rubbing compounds, whirlwind ventilated buffs, buffing-polishing compounds; drawing compounds, coolants, floor polishes-waxes. C. H. McAleer, pres.; W. C. Dodd, vice-pres.; I. M. McAleer, secy.-treas.; R. E. Whalen, gen. mgr.; W. McAleer, wks. mgr.; F. A. Jones, sales mgr. automotive div.; E. M. Murley, sales mgr. industrial div.; F. A. Johns, sales prom. and adv. mgr.; H. E. Evans, tech. consultant; Clayton Jones, cf. chem.; R. E. Whalen, pur. agt.

McCABE-POWERS AUTO BODY CO., 5900 N. Broadway, St. Louis 15, Mo. Utility bodies, line construction bodies, service bodies, pole trailers, hydraulic tower lifts, revolving aerial ladders, pole derricks, winches and power take-offs, accessories. John J. Powers, chmn. of bd., and treas.; Edward J. Powers jr., pres. and gen. mgr.; R. J. Sonderman, vice-pres.; A. Tasch, wks. mgr.; Brooke Daly, vice-pres. and sales mgr.; H. M. Bohn jr., asst. sales; Robert Bakula, cf. engr.; John J. Staed, pur. agt. **Adv. Agcy.**—Calvin & Co., St. Louis, Mo.

McCOLPIN - CHRISTIE CORP., 3410 W. 67th st., Los Angeles 43, Calif. Battery charging and testing equipment. S. L. Christie, pres. and cf. engr.; H. L. Christie, vice - pres.; D. G. Dinsmore, secy.-treas.; Don Jaenecke, wks. mgr.; E. E. Hughes, sales mgr. and adv. mgr.; Glen Dupuy, serv. mgr.; H. B. Doty, pur. agt.

McCORD CORP., Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning, unit heaters, mechanical lubricators. W. G. Hancock, pres.; Dean Fields, vice-pres.; J. H. Cooper, vice-pres. of engrg.; Arnold A. Appleford, secy.; J. H. Cavanaugh, treas.; W. E. Imhoff, vice-pres. repl. sales mgr.; F. McMillan, refr. sales mgr.; R. H. McGeorge, unit heater sales mgr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, pur. agt.; E. Walters, asst.

McCREIGHT PRODUCTS, A. N., 301-3 W. Washington ave., DuBois, Pa. Auto door covers, Protect-O-Door — transparent, necktie cases tie-vue, Protect-O-Liner—transparent headliner cover. Andrew North McCreight, pres.; Emmett Lawless, vice-pres.; Ann McCrea, secy.-treas.; Robert Savanyu, gen. mgr.; J. R. Clyde, wks. mgr.; A. N. McCreight, sales mgr.; Homer Edner, asst. sales mgr.; William Klaas, traf.- mgr.; J. T. Cavender, dir. of research; R. G. Diehl, sales prom. dir.; Ewing Stumm, asst. sales (TV and radio dept.) **Adv. Agcy.** — Leonard Sive and Assoc., Cincinnati, O. Robert G. Granner, acct. exec.

McCULLOUGH MOTORS CORP., 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engine, lawn mower engines, power chain saws, pumps and earth drills. Robert P. McCulloch, pres.; John L. Ryde, vice-pres., cf. engr.; J. L. Hegener, secy.-treas.; G. C. Robechaud, vice-pres. in chg. of tooling; C. F. Breer, vice-pres., sales; S. H. Egbert, vice-pres. chg. of prod. **Adv. Agcy.**—West Marquis, Inc., Los Angeles, Calif. Gerald Smith, acct. exec.

McDONOUGH MFG. CO., 1500-1600 Galloway st., Eau Claire, Wis. Sterling drill grinder, sterling tool and cutter grinder, McDonough vertical and horizontal band resaws, McDonough medium and heavy duty band mills. Louise M. Kildahl, pres.; John L. Kildahl, vice-pres.; F. R. Kildahl, secy.-treas.; R. K. Detjen, cf. engr.; R. A. Smith, pur. agt., traf. mgr.; E. C. Beckman, plant supt.

McFALL CO., CAREY, 2156 E. Dauphin, Philadelphia 25, Pa. Metal stampings and assemblies, steel electric weld tubing ¼" to 1" O.D. Edw. Reukauf jr., pres.; Wm. Reukauf, vice-pres.; Elizabeth Reukauf, secy.; E. A. Clary, treas., sales mgr.; Clement H. Stratman, gen. mgr.; John J. DiIenna, wks. mgr.; Wm. Braun, cf. eng.; Wm. Murphy, pur. agt. **Adv. Agcy.**—Shaw and Schreiber, Philadelphia.

McFARLAND AWNING CORP., 742 S.W. 8th st., Miami 36, Fla. Umbrellas for car lots. Robert W. West, pres.; Jessie Lee McFarland, vice-pres. and treas.; L. Earl Curry, secy.

McINERNEY SPRING & WIRE CO., 655 Godfrey ave., S.W., Grand Rapids 2, Mich. Automobile and truck cushion spring constructions, upholstered cushions, mechanical springs, wire and rod forms, tubular products, small metal stampings, spring clips, automotive interior trim. J. L. McInerney, chmn. of bd.; J. M. McInerney, pres.; W. K. McInerney, exec. vice-pres.; M. L. Keller, vice-pres.; R. N. Alt, vice-pres.; R. E. Ringgenberg, vice-pres. and sales mgr.; E. D. Tobin, secy.-treas.; Russell R. Thompson, exec. engr.; George V. Koch, pur. agt.; R. N. Alt, adv. mgr. **Det. Rep.**—R. E. Ringgenberg, 911 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Wesley Aves & Assoc., Grand Rapids, Mich.

McKAY CO., 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories, metal-fil and metal-fil thinner, wax, chrome cleaners. James C. McKay, pres. and treas.; T. J. McKay jr., vice-pres., production; Dr. D. F. Helm, vice-pres., research; F. C. Smith, asst. to pres.; F. A. Kaufman, gen. sales mgr.; T. B. Hogan, wks. mgr. (McKees Rocks plant); John Lehr, pur. agt.; L. McKay, sales prom. mgr. **Adv. Agcy.**—Smith, Taylor and Jenkins, Pittsburgh, Pa. Jules Petrencs, acct. exec.

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled stainless and carbon sheet and strip steel. Donald B. McLouth, pres.; Merlin A. Cudlip, vice-pres. and treas.; Louis E. Moultane, vice-pres. and secy.; Ivor Bryn, vice-pres. of operations; C. Thorne Murphy, asst. secy.

McQUAY-NORRIS MFG. CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolt and bushings, wheel suspension parts, under - chassis parts. A. J. Mummert, pres.; C. R. Wippern, vice-pres. and dir. of sales; C. C. Tapscott, vice-pres., chg. of adv.; B. A. Yates, vice-pres., chg. of mfg.; L. T. Cummings, vice-pres., chg. of Connersville div.; R. F. Crom, vice-pres., chg. of Indianapolis div.; R. F. Jacobson, secy. and treas.; D. M. Smith, dir. ind. sales; J. C. Taschler, asst. mgr. of ind. sales. **Industrial Sales Reps.** — J. F. Dindorf, 2544 N. 86th st., Wauwatosa, Wis; H. D. Reading, 19195 Cooley st., Detroit, Mich.; R. D. Wainwright, 1339 W. Big Bend rd., Kirkwood, Mo.; C. R. Hammer, 2443 17th st., Cuyahoga Falls, O.; R. E. Rippley, asst. mgr. of repl. sales; N. D. Saunders, asst. adv. mgr.; J. V. Cassani, dir. of mkt. research; W. C. Knoebel, cf. prod. engr.; G. E. Leutwiler, cf. serv. engr.; D. M. Crimmins, pur. agt. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. M. Kuester, exec. vice-pres.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplane. A. A. Warner, pres. and gen. mgr.; C. E. Palmer, vice-pres., wks. mgr.; Fred M. Potgieter, vice-pres., sales C. F. Schwartz, secy.-treas.; W. J. Simpson, sales and adv. mgr.; L. C. Lindvahl, serv. mgr.; E. B. Anderson, cf. engr.; E. O. Van Dusen, pur. agt. **Det. Rep.**—Wm. L. Bartholomew, 7-234 General Motors bldg. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

MELAIRE DISTRIBUTING CO., 420 Lexington ave., New York 17, N. Y. Revolving brush for washing cars, windows, sidings, boats, etc. Melville L. Wolff, sales mgr. and adv. mgr. **Adv. Agcy.**—Atherton & Currier, 420 Lexington ave., New York, N. Y. Bill Tieman, acct. exec.

MERCURY BRAKE PRODUCTS CO., 1532 W. Fulton st., Chicago 7, Ill. Hydraulic brake master cylinders and wheel cylinders; rubber parts and die castings. Geo. H. Anderson jr., pres. and sales mgr.; Francis P. Linneman, secy.; Joseph Staerzl, wks. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

MERCURY ELECTRIC CORP., 719 Wyandotte, Kansas City 6, Mo. A. C. arc welders, armature growlers, battery testers, cell testers, circuit testers, electric fans, battery chargers, generator testers, magnetizers, metal bonders, steam cleaners, volt-amp testers. A. Leslie Chambers, pres. and treas.; E. W. James, secy.; R. W. Joyce, serv. parts and acct. mgr. and pur. agt. **Det. Rep.**—C. C. Joslyn, 21736 Snow ave., Dearborn, Mich.

MERLITE INDUSTRIES, 114 East 32nd st., New York 16, N. Y. Presto "C.B." fire extinguisher. Lewis Wessel, pres.; Alvin Meyer, vice-pres.; James Brucks, sales mgr.; Edward Finkelstein, asst. sales. **Det. Rep.**—Slusser Sales Co., 1411 Maryland st. **Adv. Agcy.** — Schwab & Beatty, New York, N. Y. Richard Porter, acct. exec.

METAL ARTS CO., INC., 742 Portland ave., Rochester 21, N. Y. Name plates, advertising specialties, service and safety awards. Charles Jack, pres., secy., adv. mgr.; Russell Jack, vice-pres.; John L. Jack, treas.; Robert L. Jack, gen. mgr.; C. W. Jack, sales mgr.; Lew Villard, pur. agt. **Adv. Agcy.**—Hutchins Advertising Agency, Rochester, N. Y.

METAL AUTO PARTS CO., INC., 1428 W. Henry st., Indianapolis 7, Ind. Automobile fenders, hoods, body parts and miscellaneous large stampings, commercial bodies. W. B. Ansted jr., pres.; L. E. Clark, exec. vice-pres.; C. A. Myers, vice-pres., sales mfg.; L. B. Rueter, cf. engr.; G. S. Digel, vice-pres., pur.

MICHIGAN BUMPER CORP., 740 Ann st., N. W., Grand Rapids 2, Mich. Bumpers and bumper brackets. C. A. Woodhouse, pres.; S. W. Judd, vice-pres. and secy.; V. L. Green, treas.; C. R. Housdorfer, vice-pres. and cf. engr.; L. Esch, pur. agt.

MICHIGAN OVEN CO., 415 Brainard, Detroit 1, Mich. Industrial ovens. A. C. Towne jr., pres.; P. A. Meyer, vice-pres., secy. and cf. engr.; E. C. Herrington, treas.; LeRoy Gill, sales and adv. mgr.; L. W. Schroeder, pur. agt. **Det. Rep.**—B. P. Shiller, 415 Brainard. **Adv. Agcy.** — Holden, Clifford, Flint, Detroit, Mich. Robert LaRue, acct. exec.

MICHIGAN SEAMLESS TUBE CO., South Lyon, Mich. Cold drawn seamless steel tubing. Wm. A. McHattie, pres.; R. A. Armstrong, exec. vice-pres.; Robert S. Waugh, secy.; L. L. Walker, vice-pres. and treas.; S. H. Thomson, sales mgr.; R. P. Wynings, asst. sales mgr.; Robert Hartenstein, chief engr.; Wm. G. Troy, pur. agt.; **Det. Rep.**—L. P. Andrews, 707 Stephenson bldg., Detroit, 2, Mich. **Adv. Agcy.**—Clark & Bobertz, Inc., 826 Fox bldg., Detroit 1, Mich.

MICHIGAN STEEL TUBE PRODUCTS CO., 9450 Buffalo st., Detroit 12, Mich. Electric resistance welded steel tubing, fabricate tubing for following articles: automobile exhaust pipes, muffler tail pipes, propeller shafts, steering jackets, gas tank filler pipes. Charles E. Miller, pres., gen. mgr.; George L. Miller, vice-pres. in chg. of sales, adv. mgr.; Harry J. Longeway, secy.-treas.; H. Beardsley, wks. mgr.; Martin Dean, cf. engr.; Walter Wnuk, J. Walton, pur. agts. **Det. Rep.**—John A. Smith, 9450 Buffalo st. **Adv. Agcy.**—Alfred Caldwell, Detroit, Mich.

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MICHIGAN TOOL CO., 7171 E. McNichols rd., Detroit 12, Mich. Gear shaving machines, lapping machines, shaving cutters, hobbing machines, checking machines, shaper cutters, shear-speed gear shapers, gear hobs, milling cutters. O. L. Bard, pres.; M. R. Anderson, vice-pres.; A. Lundell, secy.; W. H. Holt, treas.; J. C. Drader, gen. mgr.; P. F. Zerkie, sales mgr.; Charles R. Staub, cf. engr.; Philip Norman, pur. agt. **Adv. Agcy.**—Denham & Co., Detroit, Mich. Harold B. Atherton, acct. exec.

MICROMATIC HONE CORP., 8100 Schoolcraft ave., Detroit 38, Mich. Honing machines, tools, fixtures and parts; abrasives. Kirke W. Connor, pres. and gen. mgr.; Don S. Connor, vice-pres.; Gerald Carlisle, treas.; Paul E. Curran, secy.; A. Kowalski, factory mgr.; Farrel B. Weber, sales mgr.; W. J. Pinkerton, vice-pres., chg. of mfg.; M. P. Ellis, adv. mgr.; W. H. Harris jr., vice-pres., chg. of engrg.; R. W. Gauss, pur. agt. **Adv. Agcy.** — L. S. Martz, 264 Briggs bldg., Birmingham, Mich.

MICRO-MOISTURE CONTROLS, INC., 70 Wall st., New York 5, N. Y. Weatherguard, an automatic unit raising tops and windows at first rain drop. Alexander L. Guterma, chmn. of bd.; Roger B. Brown, pres.; Katherine Boinde, secy.

MICRON MACHINE CORP., 116 Imlay st., Brooklyn 31, N. Y. Automobile arm rests. Frederic Lissau, pres.; Harry E. Noethling, secy.

MID-CONTINENT CASUALTY CO., 1320-22 Main st., Kansas City 2, Mo. J. M. Ailton, Columbia, Mo., pres.; Robert S. Armacost, Kansas City, vice-pres.; Hugh Roberts, St. Louis, vice-pres.; R. L. Flath, Kansas City, vice-pres. and gen. mgr.; Byron Spencer, Kansas City, secy. and gen. coun.; George H. Welsh, Kansas City, treas.

MID - CONTINENT PETROLEUM CORP., Fourth and Boston sts., Tulsa, Okla. D-X, Diamond and Power motor oils, lubricating gasoline, greases, industrial oils. Robert W. McDowell, pres.; T. E. Fitzgerald, vice-pres.; E. M. Rouzer, secy.; Charles Klein, treas.; Glenn E. Wynn, refinery mgr.; Douglas C. Wixson, gen. sales mgr.; N. B. Ingram, asst. gen. sales mgr.; Dale C. Rogers, adv. and sales prom. mgr.; Paul E. Yard, asst. adv. mgr.; C. F. Niessen, asst. sales prom. mgr.; J. W. Basore, lubricants and fuels mgr.; W. G. Warnock, pur. agt.; L. W. Witte, traf. mgr. **Adv. Agcy.**—R. J. Potts-Calkins & Holden, Kansas City, Mo. J. B. Woodbury, acct. exec.

MIDLAND STEEL PRODUCTS CO., THE, Madison and W. 106th sts., Cleveland, O. and 6660 Mt. Elliott ave., Detroit, Mich. Automobile frames for passenger cars, trucks and trailers; axle housings for passenger cars; heavy, medium and light stampings; weld nuts; conduits; power brake equipment for passenger cars; air brakes and vacuum brakes for trucks, buses and trailers; door operating equipment for buses; crane and shovel air controls. W. A. McKinley, pres.; L. J. Fralick, vice-pres. and dir. of sales; E. Almdale, vice-pres., mfg.; D. S. Greer, vice-pres. and treas.; J. W. Reavis, secy.; J. R. Almond, div. mgr., Detroit; E. C. Lang, sales mgr., Detroit div.; R. Newby, sales mgr., Cleveland div.; H. E. Schach, sales mgr., power brake div.; A. E. Kerckoff, pur. agt., Cleveland div.; I. R. Dedow, pur. agt., Detroit div. **Adv. Agcy.**—The Allman Co., Free Press bldg., Detroit, Mich.

MID WEST BODY & MFG. DIV., Paris, Ill. Farm truck bodies, stake bodies, van panel bodies, automotive stampings and dimensional lumber. E. S. Grumbache, gen. mgr.; G. B. Harvey and S. C. Japinga, wks. mgrs.; S. Q. Larsen, cf. engr.; C. E. Ashley, sales mgr.; C. H. Labounty, pur. agt. **Adv. Agcy.**—Biddle & Company, Bloomington, Ill. John Reinhard, acct. exec.

MID WEST GENERAL CORP., 440 E. Jefferson ave., Detroit 26, Mich. Fiberglass hardtops for convertibles, rubber carpet for automobiles, trim moulding, rubber cement, crash panels for new cars. S. S. Livingstone, pres.; Grant Armstrong, vice-pres.; Charles R. Whitney, secy. and treas.; Thomas L. Hibbard, cf. engr.; Edward Davidson, pub. rel. mgr. **Adv. Agcy.**—Claude E. Whipple, Detroit, Mich. Edward Davidson, acct. exec.

MIDWEST PRODUCTS & MFG. CO., 33275 Groesbeck hwy., Fraser, Mich. Metal stampings, painting, enameling and assembly, including spot welding and riveting. Peter Sergolia, pres. and wks. mgr.; Anthony Lombardi, vice-pres.; Edwin C. Hindelang, secy.-treas., gen. mgr.; Arthur Thibodeau, asst. wks. mgr.; Harold V. Rydberg, cf. engr.

MILEY CO., INC., L. J., 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes, rebuilt cylinders. Myrtle H. Miley, pres.; E. G. Jacobs, exec. vice-pres. and gen. mgr.; Walter Sommers, secy.; Jim Farley, supt.; Bob Hagerty, sales mgr.; Henry Nolte, pur. agt.

MILFORD CRANE & MACHINE CO., INC., 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G.V.W. and 48,000 G.V.W. J. W. Wunsch, pres.; James Moffatt, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr.; Bjorn Moller, bkpr. **Adv. Agcy.** — Harry Hurst Adv., New York, N. Y.

MILLER MFG. CO., 5919 Tireman ave., Detroit 4, Mich. Special service tools and equipment. Kardek car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; W. J. Griffin, secy.; O. H. Morton, treas.; L. D. Warke, export sales mgr.; E. Braun, cf. engr.; S. F. Thompson, pur. agt. **Adv. Agcy.** — Frederick L. Lawrence, Fox Theater bldg., Detroit, Mich.

MILWAUKEE ELECTRIC TOOL CORP., 5316 W. State st., Milwaukee 8, Wis. Portable electric and pneumatic tools. A. F. Siebert, pres.; L. H. Erickson, vice-pres. and wks. mgr.; R. L. Siebert, gen. mgr.; secy.-treas.; G. Heaston, sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv., parts and prod. mgr.; E. Bistow, cf. engr.; Louis Fix, pur. agt. **Det. Rep.**—F. Freeman, 1627 W. Fort st., Detroit, Mich. **Adv. Agcy.**—Wm. Tannehauser Adv. Agency, Milwaukee, Wis. Harry Adams, acct. exec.

MINIT-MAN, INC., 427 Penobscot bldg., Detroit 26, Mich. Minit-Man automatic car washers. Leo J. Rousseau, pres. and gen. mgr.; E. J. Rousseau, secy.; R. J. Rousseau, treas. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

MINNESOTA AUTOMOTIVE, INC., 1101 N. Front st., Mankato, Minn. Mico power brake cylinder, brake lock, No Creep, roll stop, front brake control, No Stuk. E. C. Wishnick, pres.; G. J. McGrath, secy.-treas.; I. B. Chandler, plant mgr.; M. L. Marino, ind. sales mgr.; G. J. McGrath, gen. sales mgr. **Det. Rep.**—D. J. Clifford & F. Lynch, 19456 James Couzens hwy., Detroit, Mich. **Adv. Agcy.** — Wm. L. Baxter, Advertising, 6th Floor, Hotel Dyckman, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

MINNESOTA MINING & MFG. CO., 900 Fauquier ave., St. Paul 6, Minn. Technical coated abrasive, flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chmn. of bd.; A. G. Bush, chmn. exec. comm.; H. P. Buetow, pres.; L. A. Hatch, vice-pres. and coordinator research and new prod. development; G. H. Halpin, exec. vice-pres. for sales; L. F. Weyand, (tape and adhesive div.'s), Bert S. Cross (Scotchlite), Joseph C. Duke (abrasives), Arthur E. Eggert (pub. rel.), Ivan C. Lawrence (personnel admin.), C. P. Pesek (engrg.), C. B. Sampair (production), vice - presidents; Charles O. Moosbrugger, adv. mgr.; B. B. Countryman, pur. dir.; Frank O'Neill, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Minneapolis, Minn. Paul Russell, acct. exec. MacManus, John and Adams, Fisher bldg., Detroit. William Bachman, acct. exec.

MINNESOTA MINING and MFG. Co., Adhesives and Coatings Div., 411 Piquette, Detroit 2, Mich. Adhesives: trim, upholstery, weatherstrip; coatings: protective, sound deadening, underbody; sealers: extruded, bulk, windshield, caulking compounds. Herbert P. Buetow, pres.; Louis F. Weyand, exec. vice-pres.; Charles W. Watton, gen. mgr.; Harvey J. Livermore, mfg. mgr.; Charles A. Kelley, sales mgr.; Richard P. Shelley, automotive sales mgr.; John S. Sutherland, adv. mgr.; K. J. Brands, pur. agt.; F. C. Wilcox, traf. mgr. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. William B. Bachman, acct. exec.

MIRACLE POWER DIV. of the AP Parts Corp., 1801 Spielbusch, Toledo 1, O. Miracle Power upper cylinder lubricant dgf-123. R. G. Rules, pres.; W. E. Bullock, vice-pres.; H. E. Bremforder, treas.; C. L. Cope, wks. mgr.; O. A. Roeger, sales mgr.; Albert Joseph, adv. mgr.; J. C. Miller, cf. engr.; B. W. Lang, pur. agt.; A. J. Sawicki, traf. mgr. **Det. Rep.**—Sam Steele, 229 Girard st., Royal Oak **Adv. Agcy.**—Clark & Bobertz, Detroit, Mich.

MIRROR BRIGHT POLISH CO., 910 E. Colorado, Pasadena 1, Calif. Automobile polish. Maurice W. Meguiar, partner-sales; Malcolm F. Meguiar, partner-personnel; Kenneth D. Meguiar, partner-production. **Det. Rep.**—Dibble Color Co., 1497 E. Grand blvd. **Adv. Agcy.** — Edwards Agency, Los Angeles, Calif.

MITCHELL-BENTLEY CORP., THE, Ionia, Mich. Plant No. 1: Ionia Mfg. Co., Ionia, Mich. Estate wagon bodies, automotive trim, automotive bodies, transportation seating, public seating, industrial canvas sewing. Plant No. 2: Owosso Mfg. Co., Owosso, Mich. Automotive trim, public seating, transportation seating. Don R. Mitchell, pres., gen. mgr.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, exec. vice-pres.; H. Kirk White, vice-pres.; Arthur E. Brown, sec. and treas., gen. mgr. **Adv. Agcy.** — Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

MOCAR PRODUCTS CO., 7636 S. Telegraph rd., P. O. Box 2187, Dearborn, Mich. Auto - Screen, material handling hooks, carriers, sheet metal and light structural fabrications. Walker C. Morrow, pres.; Walker J. Morrow, vice-pres.; Arthur O. Chism, wks. mgr.

MODERN ACCESSORIES CO., 3839 S. Madison ave., Norwood 12, O. Arm rest covers, kick pads, pockets. H. W. Underwood and Walter Broker, partners. **Adv. Agcy.**—Wilson Advertising Agency, Cincinnati, O. Ross Wilson, acct. exec.

MODERN DISPLAYS, INC., 12891 Mt. Elliott, Detroit 12, Mich. Point-of-purchase displays for parts and accessories, tool boards, service and safety promotion programs for automotive industry. R. D. Van Houten, pres. and gen. mgr.; B. J. Curran, asst. gen. mgr.; T. A. Dykstra, vice-pres.; B. C. Cormany, sales mgr.; J. F. Jackson, pur. agt.

MODERN MACHINE TOOL CO., 2005 Losey ave., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, gen. mgr.

MODERN SELLING METHODS, INC., P. O. Box 666, Louisville, Ky. New and used car order pads, salesman's prospect book, salesman's daily-reports book, used car control system, "Let's-Trade" proposals, Fair-appraisal forms, estimate of necessary-repairs. Ben F. Long, pres., gen. mgr.; D. G. Adams, secy.-treas. **Adv. Agcy.** — Mullican Co., Louisville, Ky. Howard Perry, acct. exec.

MODINE MFG. CO., Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, aftercoolers, unit heaters, convector radiators, heating and cooling coils. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; A. F. Thompson, exec. vice-pres.; G. H. Jackson, vice-pres., chg. of pur.; A. G. Dixon, vice-pres.; E. G. Rutherford, secy.-treas.; W. J. Burke (automotive), O. E. Desmond (heating), sales mgrs.; M. J. Druse, adv. mgr.; A. L. Junion, serv. mgr.; B. Spieth, cf. engr.; T. B. Anderson, pur. agt.; A. H. Arnold, cf. engr., automotive div.

MOLD-CRAFT, INC., 100 Lake st., Port Washington, Wis. Rubber compound display products, custom-made point-of-sale pieces. R. S. Knapp, pres.; A. C. Krueger, vice-pres.; Mrs. Marjorie Ellis, secy.; Robert A. Davies, gen. mgr.; Thomas Donley, wks. mgr.; R. S. Humphrey,

(Continued on Page 217)

first IN YEARS GONE BY...

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Lincoln

Always Pioneers in skillfully designed lubricating equipment to make your service operation more profitable

AMONG THE MANY LINCOLN "FIRSTS"

first PORTABLE PNEUMATIC GREASE GUN...

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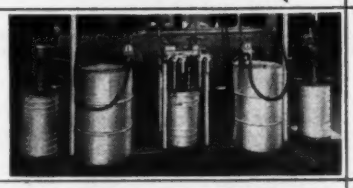
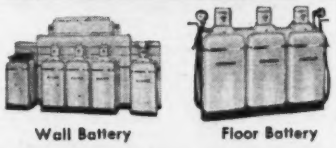
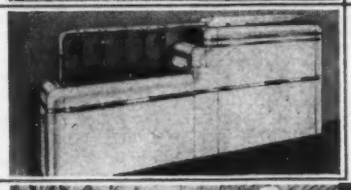


first TO INTRODUCE WHITE DECORATIVE EQUIPMENT...



first CUSTOM-BUILT LUBRICATION DEPARTMENT...

first CABINET WITH PUMPS AND AUTOMATIC HOSE REELS...



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Not just new products, but basically new ideas to benefit the automotive service industry . . . has been Lincoln's record. These achievements of leadership in design and utility have been recognized by all branches of the Automotive industry—as well as the Agricultural and Industrial markets. Today, as always, we are at work on the ideas which will open up new opportunities for your business tomorrow.

Lincoln

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LINCOLN ENGINEERING CO.
5709 Natural Bridge Avenue
St. Louis 20, Missouri

Who's Who in Auto Industry

(Continued from Page 216)

sales mgr.; H. I. Howard, adv. mgr.; Robert O'Halloran, pur. agt.

MOLINE TOOL CO., 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines, multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reller, vice-pres.; W. C. Rosborough, vice-pres., treas.; J. B. Rosborough, vice-pres.; I. F. Nelson, pur. agt.; C. E. Parkhurst, cf. engr.; D. C. Eipper, cf. design engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 2842 W. Grand blvd., Detroit 2, Mich **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill.

MOLY MOTOR PRODUCTS CORP., 1155 Broadway, New York 1, N. Y. Automotive Liqui-Moly, Liqui-Moly Gearlube Booster (grease concentrate) for passenger cars and trucks, Marine Liqui-Moly. George J. Seedman, pres.; L. M. Titus, secy. and treas.; Evelene E. Orlins, asst. secy.; Lawrence M. Olson, gen. mgr.; Lawrence S. Bergman, asst. sales; Louis Green, adv. mgr.

MONARCH GOVERNOR CO., 1832 W. Bethune, Detroit 6, Mich. Engine governors, automobile accessories, small die castings, stampings and assemblies. J. W. Anderson jr., pres. and gen. mgr.; George Negri jr., vice-pres.; S. W. Anderson, vice-pres.; John Ottati, vice-pres.; A. S. Anderson, secy.-treas.

MONARCH RUBBER CO., 100 Lincoln Park, Hartville, O. Molded mechanical rubber goods including weatherstrips, pads, rubber to metal parts, etc., solid and cushion press-on industrial tires, cured-on industrial tires. Robert J. Himmelright, pres., gen. mgr.; Robert F. Simpson, vice-pres.; P. M. Seymour, secy.; H. K. Ashley, treas., pur. agt.; R. I. Smith, wks. mgr.; R. E. Schreiber, sales mgr.; J. W. Cross, R. J. Himmelright jr., asst. sales, adv., sales prom. and pub. rel. mgrs.; E. Kinsley, serv. mgr.; Herman Church, cf. engr.; J. Yoder, traf. mgr. **Det. Reps.** — Wm. Crittenden, Arthur Dodge, P. J. Dunn, 7-255 General Motors bldg. **Adv. Agcy.** —Penn and Hamaker, Bedford, O. L. S. Hamaker jr. and Edwin Penn, acct. execs.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers, hydraulic easy-riding seats for tractors, trucks and military vehicles; sway bars; hydraulic lifts; molded rubber products, direct acting hydraulic power steering. Brouwer D. McIntyre, pres. and gen. mgr.; Wm. D. McIntyre, vice-pres. and treas.; C. S. McIntyre, vice-pres., chg. of sales and secy.; A. F. Meyer, vice-pres.; George M. Streicher, vice-pres., wks. mgr.; J. E. Bickel, mdse. mgr..; Walter Nash, sales mgr., shock absorber div.; W. H. Clark, power steering sales mgr. and serv. mgr.; A. A. Ballantyne, adv. and sales prom. mgr.; C. J. Smith, vice-pres., cf. engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.**—Ruthrauff & Ryan, 7430 Second blvd., Detroit. Joe Foley, acct. exec.

MONROE STANDARD, INC., Wyandot bldg., Galion, O. Low air pressure indicators, moisture ejectors for air lines, push-pull drain valves. E. P. Monroe jr., pres.; V. H. Monroe, secy.-treas.; C. S. Schuler, gen. mgr.; C. N. Smith, sales mgr.; R. G. Dykeman, cf. engr. **Det. Rep.**—W. H. McGraw, 628 Pallister.

MONSANTO CHEMICAL CO., (Plastics div.), Springfield 2, Mass. Vinyl butyral film, styrene compound and resin, vinyl chloride resin and film, melamine surface coating resins, urea, phenolic, melamine and resorcinol resins. R. K. Mueller, gen. mgr.; R. D. Dunlop, asst. gen. mgr.; Chas. Lichtenberg, C. T. King, assts. to the gen. mgr.; R. C. Evans, gen. sales mgr.; E. L. Hobson, asst. gen. sales mgr.; E. D. Kennedy, adv. and sales prom. mgr.; F. W. Meuschke, asst. adv. and sales prom. mgr.; J. C. Garrels, prod. mgr.; H. W. Mohrman, research dir.; R. G. Fordyce, dir. of development and tech. serv.; H. M. Mitchell, personnel dir. **Adv. Agcy.** — Gardner Advertising, New York, N. Y. T. R. Snyder, acct. mgr.

MONTPELIER MFG. CO., Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. H. A. Schwartz, pres.; M. H. Schwartz, vice-pres.; G. L. Hill, vice-pres.; John C. Rundell, sales mgr.; R. C. Kunkle, asst. sales mgr.; Kenneth Harman, cf. engr.; Robert Treer, pur. agt.

MOOG INDUSTRIES, INC., 6650 Easton ave., St. Louis 14, Mo. Leaf springs, piston rings, bushings, coil springs and related parts. H. P. Moog, pres. and gen. mgr.; H. C. Moog, exec. vice-pres.; H. M. Ramel, vice-pres., mfg.; J. B. Bushyhead, vice-pres., sales.; A. M. Goetz, secy.-treas.; C. L. Cadwell, asst. secy.; Wm. Schublein, cf. engr.; John Wehrheim, asst. adv. mgr.; E. C. Gieseking, pur. agt. **Det. Rep.** — William Eckard, 15008 Sarasota. **Adv. Agcy.** — Winius-Brandon Co., 1706 Olive st., St. Louis, Mo.

MOORE & CO., SAMUEL, Main and Orchard, Mantua, O. Caulks, sealers, adhesives, rubber matting, rubber step plates, plastic coated tubing, transportation seating. Samuel D. Moore, pres.; Frank H. Olton, vice-pres.; King E. Fauver, secy.; Arthur B. Briggs, treas.; Bradford Burnham, sales mgr.; R. E. Braumbach, cf. engr.; Robert Thomas, pub. rel. mgr. **Det. Rep.** — Robert McClelland. **Adv. Agcy.**—Palm & Patterson.

MORAINE PRODUCTS DIV., General Motors Corp., 1420 Wisconsin blvd., Dayton 1, O. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. B. A. Brown, gen. mgr.; H. J. Houck, plant mgr.; R. O. Yost, sales mgr., adv. mgr.; C. T. Sillin, serv. mgr.; H. D. Glass, asst. serv. mgr.; J. A. Lignian, cf. engr.; J. H. Weyer, pur. agt.; P. Boorom, asst.; J. O. Faris, traf. mgr.; R. R. Rogers, compt.; W. E. Taylor, pub. rel. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. S. Charlton, acct. exec.

MORCO, INC., 23001 Aurora rd., Bedford, O. Reconditioning crankshafts. W. C. Dunn, pres.; C. H. Kimmel, vice-pres.; F. B. Loeffler, sales mgr.; Peter Myello, supt.; Peter P. Mantz, prod. and traf. mgr.; A. Kozar, acct. and office mgr.; Stanley O. Keel, Texas rep. **Adv. Agcy.**—Carr-Liggett, Cleveland, O.

MORRISON STEEL PRODUCTS, INC., 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories (trade name "Carry-All"); warm air forced draft and gravity; gas and oil fired furnaces (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); S. Morrison, pres.; I. Morrison (mfg.), A. J. Harsch (engr.), M. J. Kohnstamm, vice-presidents; C. O. Rainey secy.-treas.; C. A. Stahlka, adv. mgr.; S. Morrison, sales mgr., contract stamping div.; John W. Hanlon, sales mgr., "Carry-All" div.; John K. Farrar, sales mgr. "Mor-Sun" div.; Morey Morrison, sales mgr.; "Roly Door" div.; Arthur P. Ennis, serv. mgr.; A. E. Reiss, cf. engr.; A. S. Pezoldt, pur. agt.; C. R. Natal, traf. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y.

MORSE CHAIN CO., A Borg-Warner Industry, 7601 Central ave., Detroit 10, Mich. and also Ithaca, N. Y. Timing chain and sprockets, roller chain and sprockets, flexible couplings. F. M. Hawley, pres. and gen. mgr.; J. N. Candler, vice-pres. and asst. gen. mgr.; V. P. Burgess, secy., treas., cont.; R. J. Howison, vice-pres. in chg. of sales; L. P. Smith, vice-pres. and Ithaca plant mgr.; M. V. Durkin (Detroit) vice-pres. in chg. of mfg.; I. A. Horton (Detroit) adv. and sales prom. mgr.; T. A. Fowler (Detroit) automotive sales rep.; N. C. Bremer (Ithaca) cf. engr.; Stephen J. Morris (Ithaca) pur. agt.; E. F. Whittemore (Detroit) pur. agt.; E. G. Wuensch (Detroit) asst. secy. and asst. treas. **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Inc., Detroit. L. Grant Hamilton, acct. exec.

MORTELL CO., J. W., 550 N. Hobbie ave., Kankakee, Ill.; Lyndhurst, N. J.; Detroit. Fluid-type sound deadeners, sealers, adhesives, calks, rust preventives, undercoatings. E. E. Mortell, pres.; J. L. Mortell, secy.-treas.; J. E. Ashton, vice-pres. and automotive sales mgr.; T. P. Fitzpatrick, vice-pres. and gen. mgr.; C. P. Springer, Eastern mgr.; K. D. Roubie, Detroit mgr.; E. Lund, supervisor indus. sales.

MORYSVILLE BODY WORKS, 813 S. Reading, ave., Boyertown, Pa. Utility bodies and body equipment. Wallace B. Updegrove, pres.; Ruth B. Wagner, secy.; David Kinkaid, salesman. **Adv. Agcy.**—Benham Advertising Agency, Phila., Pa. Robert V. Benham, acct exec.

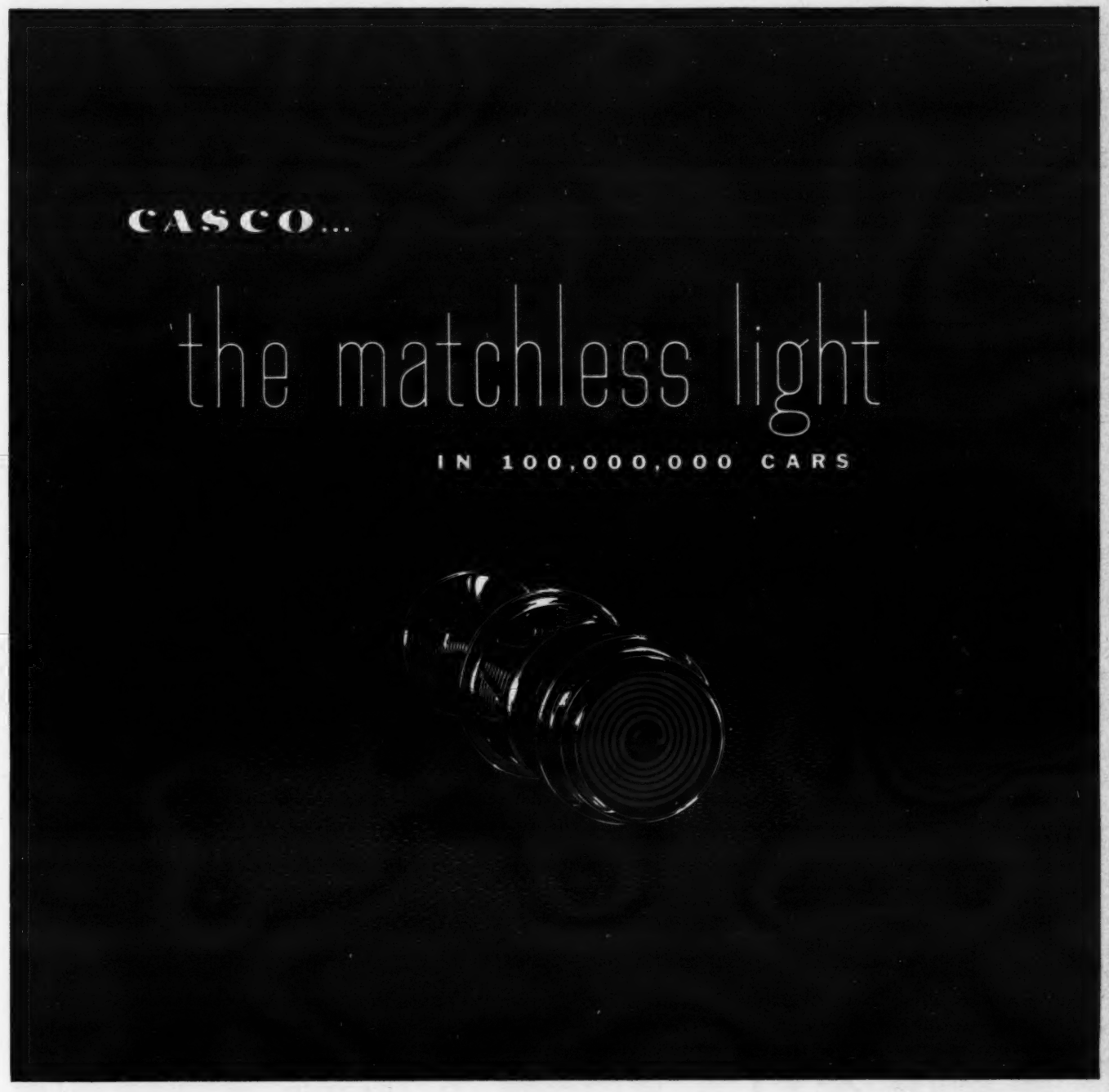
MOTO-SWAY CORP. OF AMERICA, 205 Pasadena ave., South Pasadena, Calif. Lubrication equipment, car washers, glazers and waxers, engine cleaners, truck-o-mats, wheel balancing equipment. A. M. Markus, pres. and treas.; Lee B. Markus, vice-pres. and secy.; W. Miller, wks mgr.; A. L. Stuart, sales mgr.; Jack Crosley, adv. mgr.; W. Miller, serv. mgr.; E. Aron, cf. engr.; Rudolph Neyser, pur agt.; N. Fife, asst. pur. agt.; T. Schneider, traf. mgr. **Adv. Agcy.**— Jack Crosley, Hyland Park, Los Angeles, Calif.

MOTOR GENERATOR CORP., Troy, O. Battery chargers, motor generator type, automotive, bus, truck; electrical industrial truck chargers, generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O. Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O.

MOTOR PRODUCTS CORP., 11801 Mack ave., Detroit 14, Mich. Trim mouldings, instrument panels, ventilators, stampings, rolled sections, miscellaneous automobile parts. A. L. Lott, chmn, of bd.; R. P. Ewart, vice-pres. and dir. of sales, (automotive div.); S. A. Hill, secy.; R. J. Nixon, vice-pres. and treas.; G. F. Burley, dir. of pur.; L. A. Stewart, dir. of engr.; L. A. Fill, chief engr.; R. W. Dugger, dir. of ind. rel.

MOTOR VEHICLE RESEACH INC., South Lee, N. H. Independent automotive research and engineering. Andrew J. White, dir.

(Continued on Page 218)



When Casco introduced its original electric car lighter 28 years ago, practically every car manufacturer of the times was quick to adopt it. They foresaw what its convenience would mean to car owners. They had keen perception of what Casco's new lighter could contribute to driving safety. And they had confidence in Casco's ability to keep on manufacturing lighters of the highest quality and dependability while public acceptance skyrocketed to overwhelming consumer demand. That confidence has been justified as Casco has, in August of 1953, produced its one hundred millionth car lighter! Truly, the Casco lighter can be called the familiar servant of the American motorist, found as standard equipment in 4 out of 5 cars on the road today— and sold by practically every automotive accessories retailer in the country.

CASCO • Originator of the Automatic Pop-Out Lighter and other famous automotive accessories • BRIDGEPORT 2, CONN.

Who's Who in Auto Industry

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MOTOR WHEEL CORP., 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, pressed metal parts, and heating appliances. M. F. Cotes, pres. and gen. mgr.; J. Harold Hunt, vice-pres. (automotive engrg.); C. S. Holden, vice-pres. (automotive sales); J. A. Watson, vice-pres. (automotive mfg.); R. A. Cole, vice-pres. (Duo-Therm mfg.); Karl Egeler, vice-pres. (Duo-Therm sales); Don F. Jones, vice-pres. (Duo-Therm engrg.); Edward K. Ellsworth, secy.; C. A. Benson, treas.; Thomas J. Fagan, asst. secy.; Raymond Sanger, asst. treas.; Glenn Sanford, sales mgr.; L. O. Benner, sales mgrf.; C. A. Johnson, sales mgr.; E. M. Crary, asst. sales mgr. (water heaters); L. C. Vandertill, asst. sales mgr. (incinerators, home heaters); Bruce York, adv. mgr.; Max E. Hosmer, asst. adv. mgr.; H. W. McKeague, dir. of pur.; J. W. Withrow, pur. agt.; N. J. Gibbins, pur. agt.; George Bleibtrey, traf. mgr. **Det. Rep.**—C. S. Holden, 546 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Young & Rubicam, Inc., Chicago.

MOTOROLA, INC., 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radiotelephone; automobile receivers; home radios, AM television receivers. P. V. Galvin, pres.; R. W. Galvin, exec vice-pres.; E. R. Taylor, vice-pres. asst. to the pres.; Elmer Wavering, Frank J. O'Brien, D. E. Noble, E. P. Vanderwicken, vice-presidents; Charles Green, secy.; Walter B. Scott, works mgr.; Wm. Kelley, vice-pres., (consumer div. sales); Eugene S. Goebel, (communications div.), sales mgr.; E. L. Redden, dir. of adv.; A. T. Alexander, serv. mgr.; Frank Uhrus, parts and acc. mgr.; Jack Davis, prod. mgr., radio div.; Ed Passow, prod. mgr., TV div.; William Arnos, pur agt. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., Chicago, Ill. Herbert Guenin, acct. exec.

MOTORS METAL DIVISION—Abrasive & Metal Products Co., 5936 Milford ave., Detroit 10, Mich. Sheet metal stampings and assemblies; hoods, fenders, engine pans, running boards, body stampings, radiator shells and all similar parts. Dr. Robert R. McMath, chmn of bd.; S. J. Menzel, pres. and gen. mgr.; Nelson C. Johnson, vice-pres. and treas.; E. J. Sullivan, wks. mgr.; J. Reed Alexander, sales and adv. mgr.; Vincent A. Corrado, cf. engr.; Ian F. Wilson, pur. agt.

MT. CLEMENS METAL PRODUCTS CO., 145 S. Rose st., Mt. Clemens, Mich. Metal stampings and assemblies, spun pulleys, cold headed products, weld and clinch nuts, moulding clips, brazing and annealing. F. G. Richardson sr., pres. and gen mgr.; Fred G. Richardson jr., exec. vice-pres.; Fred W. Beyer, vice-pres.; Thomas L. Baker, vice-pres.; Ray Nigro, secy.-treas.; F. W. Eaton, cf. engr.; G. Kremer, pur. agt. **Det. Rep.**—Rich-Wing Corp., 420 New Center bldg., Detroit 2, Mich.

MUELLER BRASS CO., 1925 Lapeer, Port Huron, Mich. Copper pipe, solder-type fittings, aluminum forgings, shaped brass rod, flare fittings, casting, formed tubing. F. L. Riggin, pres.; F. L. Riggin jr., vice-pres.; M. Edmondron, secy.-treas.; A. C. Dappert, gen. mgr. and sales mgr.; E. Scheusener, wks. mgr.; O. R. Payton, adv. mgr.; E. A. Fairchild, sales prom. mgr.; J. E. Gray, cf. engr.; H. Lewis, pur. agt.; E. Miller, traf. mgr.; A. St. Pierre, pub. rel. mgr. **Det. Rep.**— Sales Office 19600 Van Dyke ave., Detroit. **Adv. Agcy.**— Price, Hedrick, Willox, Saginaw, Mich. P. Willox, acct. exec.

MULLINS MFG. CORP., Salem, O. Truck fenders, cowls, cabs and other steel stampings. Geo. E. Whitlock, pres. and gen. mgr.; H. M. Heckathorn, exec. vice-pres.; H. Krohne, secy.; H. F. Wykoff, treas.; F. M. Beavregard, vice-pres. chge. operations; H. O. Smith, wks. mgr.; J. E. Britt, sales mgr.; R. Bradley, cf. engr.; J. W. Farrell, pur. agt.; L. Baldinger, traf. mgr.

MURRAY AUTO SPECIALTY CO., INC., 1228 So. Olive, Los Angeles 15, Calif. Fuel pumps and parts, fuel pump diaphragms and repair kits. Murray Bernstein, pres.; Bernard Berman, vice- pres.; Harvey Lemke, secy. and wks. mgr.; Bernard Berman, gen. mgr.

MURRAY CORP. OF AMERICA, 7700 Russell st., Detroit 11, Mich. Factories in Cleveland, Detroit, Ecorse, and Scranton, Pa. Bodies, stampings and assemblies, mouldings and trim, frames. B. C. Gould, pres.; A. A. Derse, vice-pres. (adm.); W. N. Harris, vice-pres. (automotive); T. W. Hardy, vice-pres. (home appliance); R. M. Dailey, secy. & treas.; C. S. McDermott, dir. of pur.; N. A. George, dir of ind. rel.; J. A. Basher, mgr. aircraft div.; E. E. Leitner, mgr. body div.; H. G. Schultz, mgr. frame div.; R. J. Sheridan, mgr. triplex div.

MURRAY CORP., East Joppa rd., Towson 4, Md. Hose clamps, battery necessities, brake parts. H. Alexander Smith jr., pres.; Leonard H. Forman, vice-pres. and pur. agt.; Jacque Phillips, wks. mgr.; Don R. Matthews, sales mgr.; John W. Schukraft, cf. engr.; W. C. Hoadley, traf. mgr.. **Det. Rep.**— Don R. Matthews, 16629 Meyers rd., Detroit 35, Mich. **Adv. Agcy.**—Emery Advertising Agency, 2 E. North ave., Baltimore 2, Maryland.

MUSKEGON MOTOR SPECIALTIES CO., 7th and Larch, Muskegon, Mich. Machining crankshafts, camshafts and parts. J. A. Vieson, chmn. of bd.; D. W. Johnson, pres.; C. J. Huebner, exec. vice-pres. chge of Jackson crankshaft plant; R. V. Pangborn, vice-pres., mfg.; Muskegon camshaft div.; J. Albers, treas.; T. J. McCarthy, secy.; C. Thornquist, asst. secy.

MUSKEGON PISTON RING CO., Sixth and Alpha, Muskegon, Mich. Piston rings. T. E. McFall, chmn. of bd.; H. G. Vaughan, pres.; G. W. Lundeen, exec. vice-pres.; M. D. Stanley, vice-pres. (mfg.); G. A. Fifield, secy.; H. P. Gangwer, treas.; J. A. Nadeau, pur. agt. **Det. Reps.**—W. A. Clouser, G. E. Smith, G. S. Oliver, John Morrow, 521 New Center bldg. **Adv. Agcy.**—Behel & Walcle & Briggs, Inc., Chicago, Ill. George L. Briggs, acct exec.

MUSTANG MOTORCYCLE CORP., (subsidiary of Gladden Products Corp.), 635 W. Colorado blvd., Glendale 4, Calif. Motorcycles (lightweight), Delivercycles (3 wheel pickup and delivery type). John N. Gladden, pres., gen. mgr.; E. F. Hamilton, asst. secy.-treas.; Charles R. Gardner, prod. mgr.; J. Wade Brunson, sales and adv. mgr.; Walter S. Fulton, mgr. Kansas City, Mo. branch; Howard Forrest, cf. engr.; Gerald Ellsworth, pur agt., pub. rel. **Adv. Agcy.**—Walter C Davison Co., Glendale, Calif.

MUTUAL BROADCASTING SYSTEM, 1440 Broadway, New York 18, N. Y. Thomas F. O'Neil, pres.; J. Glen Taylor, admin. vice-pres., in chge. of policy; James Wallen, admin. vice-pres. in chg. of finance; E. M. Johnson, admin. vice-pres. in chge of station rel. and engrg.; Robert A. Schmid, admin. vice-pres. in chg. of adv., pub. rel. and research.; Herbert Rice, vice-pres. in chg. of programs; J. F. Seebach, vice-pres. in chg. of program oper.; B. J. Hauser, vice-pres. in chg of co-operative programs; Adolf N. Hult, vice-pres. in chg. of sales; George Ruppel, treas.; Francis X. Zuzulo, dir. of press information.

MYRLO CO., 2168 W. 25th st., Cleveland 13, O. Durafilm pennant streamers. Myrl Bookman, owner.

MYSTIK ADHESIVE PRODUCTS, Div. of Chicago Show Printing Co., 2635 N. Kildare ave., Chicago 39, Ill. Paper masking tapes, waterproof cloth tapes, stencils, adhesive specialty products. Russell J. Leander, pres.; J. K. Leander, Elmer J. Leander, vice-presidents; Robert D. Smith, vice-pres. and contr.; Robert J. Leander, secy. and treas.; S. L. Ostrenga, sales mgr., industrial and automotive div.; J. C. Gallagher, sales mgr., retail div.; Ken H. Winters, sales mgr., chain store div.; Alfred R. Howard, gen. sales mgr.; William J. Miller, mdse. mgr.; Jesse E. Lehman jr., dir. of adv.; John A. Schwab, pur. agt.; W. F. Campbell, traf. mgr. **Adv. Agcy.**—George H. Hartman Co., Rowland Laughlin, acct. exec.

N

NAMSCO, INC., 333—31st ave., Bellwood, Ill., (Chicago suburb). Hub caps, wheel covers, including new wire spoke style, gas tank caps, radiator caps, wheel studs and nuts. J. A. Anderson, pres.; E. Strom, sales, adv. traf. mgr.; F. Wasil, wks. mgr. and pur. agt.

NASH BROS. CO., 2125 Dewey ave., Evanston, Ill. Tire - carriers (cable - lift, slant basket, back-of-cab) for trucks; trailers; front and rear bumpers for trucks, truck bodies, buses, pickup trucks. C. L. Nash, pres.; L. B. Nash, vice-pres.; E. A. Seward, secy. and treas.; R. E. Mainland, gen. mgr.; H. L. Garwood, asst. sales mgr.; William Renouf, chief engr.; Bill Butler, traf. mgr. **Adv. Agcy.**—Raymond Hudson & Assoc., Chicago, Ill.

NASH MOTORS DIV., Nash-Kelvinator Corp., 14250 Plymouth rd., Detroit 32, Mich. Passenger cars. George W. Mason, pres.; George Romney, exec. vice-pres.; H. G. Perkins, H. C. Doss, Meade Moore, H. A. Lewis, vice-presidents; Godfrey Strelinger, secy.-treas.; E. W. Bernitt, John Weiland, Campbell Wood, gen. wks. mgr.; L. H. Finkler, asst. wks. mgr. (aircraft engines); H. C. Doss, sales mgr.; Floyd Sease, asst. gen. sales mgr.; R. R. Compton, central div. sales mgr.; J. W. Watson, eastern div. sales mgr.; L. T. Kouns, western div. sales mgr.; J. B. Huntress, adv. mgr.; L. E. Stewart, sales prom. mgr.; S. I. Carlson, exp. mgr.; J. P. Goodyear, asst. exp. mgr.; W. A. Cook, serv. mgr.; C. M. Tillinghast, parts mgr.; Floyd Kishline, cf. engr.; James Lee, dir. of procurement; G. B. Stone, bus. mgt. mgr.; Fred L. Black, H. E. Hallas, M. J. O'Connor, pub. rel. **Adv. Agcy.**—Geyer Advertising, Inc., New York, N. Y. W. R. A. Graham, acct. exec.

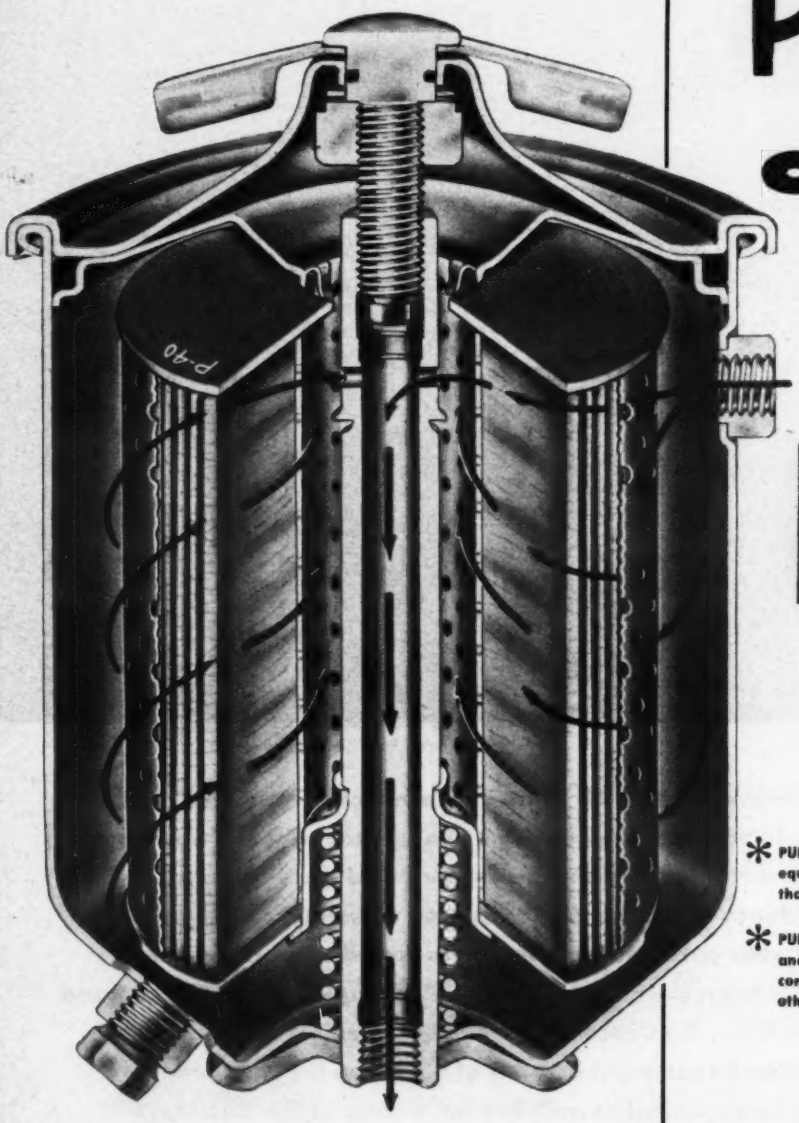
NASON, R. N., & CO., 151 Potrero ave., San Francisco 3, Calif. Automotive paint and lacquer products, complete line of all trade sales products. W. W. Holt, pres.; G. W. Fuller, vice-pres.; A. J. Hunter, secy.; W. P. Brawner, treas.; D. D. Elliott, gen. sales mgr.; W. C. Kenton, E. Barsetti, Wm. Pahl, and John C. Anderson, sales mgrs.

NATIONAL ACME CO., 170 E. 131st st., Cleveland 8, O. Multiple and single spindle bar and chucking machines; self-opening threading dies and collapsible taps; thread rolling machines; limit switches; solenoids, contract mfg. F. H. Chapin, pres.; C. W. Simpson, exec. vice-pres.; T. L. Strimple, secy.; G. J. Steinbicker, treas.; A. E. Drissner, vice-pres. and cf. engr.; B. H. Ayers, vice-pres., wks. mgr.; R. R. Rhodehamel, gen. sales mgr.; A. E. Henn (machinery div.) H. F. Fussner (threading div.), A. J. Park (electrical div.) asst. sales mgrs.; L. E. Honeywell, dir. of publications; E. W. Hull, asst. adv. mgr.; F. J. Jenness, sales serv. mgr.; R. J. Gosling, pur. agt.; J. C. Skalnic, Roy Waltz, asst.; F. Mesojedic, traf. mgr.; H. O. Anderson, per. mgr. **Det. Rep.**—S. E. Casson, mgr., 2826 E. Grand blvd., Detroit 11, Mich. **Adv. Agcy.** — Baker, Jones, Housauer, Inc., Buffalo 3, New York.

NATIONAL ADVERTISING CO., Waukesha, Wis. Highway displays on rental service basis. J. L. Hayes, pres.; Lee

(Continued on Page 219)

Let's follow the arrows for an INSIDE VIEW at the industry's FAVORITE*...



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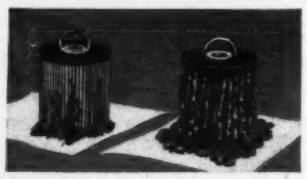

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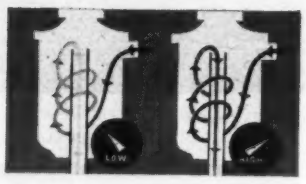

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Who's Who in Auto Industry

(Continued from Page 218)

Larson, vice-pres. and dir. of sales; H. R. Larson, vice-pres.; R. E. Tuttle, vice-pres.; R. H. Tucker, secy.; M. C. Boehmke, asst. secy.; L. B. Gehrke, treas. and asst. secy.; F. B. Mooers, asst. treas. and dir. of oprns.; R. W. Rhyner, asst. treas.; L. M. VerPlank, gen. sales mgr.; R. T. Anderson, adv. and sales prom. dir.; George Christmas, pub. rel. mgr. Adv. Agcy. — MacManus, John & Adams, Bloomfield Hills, Mich.

NATIONAL AUTO GLASS SPECIFICATIONS, 9050 Livernois ave., Detroit 4, Mich. Auto glass patterns, publishers of auto glass parts catalog. Orren D. Hulett, gen. mgr.

NATIONAL AUTOCRAFT MFG. CO., 2710 N. Orange ave., Orlando, Fla. Universal body moulding clip kit, windshield wiper control, window handle crank, door locking and instrument panel dash knobs, Ford door lock repair kit (1949 Fords), door sill moulding covers, slip-on armrest covers. Charles D. West, pres., sales mgr.; Stanley A. Webb, vice-pres.; F. P. West, secy., treas.; S. A. Webb, pur. agt. **Adv. Agcy.** — Robert Hammond Associates, Orlando, Fla.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit 26, Mich. F. E. Wolverton, chmn. of the bd.; H. L. Taylor, vice-chmn.; L. W. Mohlenkamp, secy.; H. G. Rice, treas.; R. E. Beiser, gen. mgr.; E. R. Reeves, dir. accident prevention; T. V. Breitenbeck, traf. mgr.

NATIONAL AUTOMOTIVE FIBRES, INC., 19925 Hoover, Detroit 5, Mich. Complete automotive textile trim, insulation and cardboard parts, automotive fabrics and carpet. J. R. Millar, chmn. of bd.; R. J. Stack, pres.; H. B. Greene, secy.-treas.; John Chapman jr., contr.; J. G. Bannister, vice-pres., mfg.; Wm. J. Athanson, vice-pres., sales; E. P. Bolen, vice-pres.; Fred Wilt, dir. purchases; A. H. Rhodes, traf. mgr.; G. N. Lindner, dir. of ind. rel.

NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP., 205 Pasadena ave., South Pasadena, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Truk-O-Mat's, Spray-Foam Jr., home spray guns, Spray-Foam washing compounds, Moto-Lite license frames, Quick-On couplers, MSF concentrates, Moto - Glaze compounds grease Hypo-Jectors, Alexander M. Markus, pres.; W. Miller, plt. supt.; Lee B. Markus, secy-treas.; K. Nelson, chief engr.; R. Keyer, comptr.; Jacob M. Schneider, traf. mgr. **Adv. Agcy.** — J. T. Crossley Co., Los Angeles 42, Calif.

NATIONAL BROADCASTING CO., INC., A Service of RCA, RCA bldg., New York 20, N. Y. David Sarnoff, chmn. of bd.; Sylvester L. Weaver jr., pres.; Robert W. Sarnoff, exec. vice-pres.; David C. Adams, adm. vice-pres.; Harry Bannister, vice-pres. in chg. of station rel.; Charles C. Barry, vice-pres. for program sales; John M. Clifford, vice-pres. in chg. of personnel; Ted Cott, operating vice-pres. of radio network; Charles R. Denny, vice-pres. in chg. of owned stations and spot sales; Sydney H. Elges, vice-pres. for press and publicity; Thomas E. Ervin, vice-pres. and general attorney; William H. Fineshriber jr., vice-pres. in chg. of the radio network; George H. Frey, vice-pres. in chg. of television network sales; O. B. Hanson, vice-pres. and cf. engr.; William S. Hedges, vice-pres. for integrated services; Joseph V. Heffernan, vice-pres. in chg. of finance and services; Harry C. Kopf, vice-pres. and gen. mgr. of WMAQ, WMAQ-FM, WNBQ; Gustav B. Margraf, vice-pres. for talent; Thomas McAvity, vice-pres. in chg. of TV network programs division; Frank M. Russell, vice-pres., Washington office; Emanuel Sacks, staff vice-pres.; Carleton D. Smith, vice-pres. and gen. mgr. of WRC, WRC-FM, WNBW; Carl M. Stanton, vice-pres. in chg. of film division; John K. West, vice-pres. for Pacific div.; Frederic W. Wile jr., vice-pres. in chg. of television network programs (Pacific div.); John Q. Cannon, secy.; Paul B. Lynch, asst. secy.; Joseph A. McDonald, treas.; George D. Matson, contr.; Raymond E. Simonds, asst. secy.; William A. Williams, asst. treas.; Hugh M. Beville, dir. of research and planning; John P. Cleary, national program dir., radio network; Fred Dodge, dir. of mdse.; Jacob A. Evans, dir. of adv. and prom.; Fred. L. Horton, dir. of radio network sales; Edward R. Hitz, mgr. of central sales div.; Ridgway Hughes, dir. of adv. and prom., radio network; John Lanigan, mgr. of Eastern sales div., television network; Thomas B. McFadden, dir. of national spot sales; Donald A. Norman, gen. mgr.' for KNBH; Walter Scott, adm. sales mgr., television network; Hamilton Shea, gen. mgr. for WNBC, WNBC-FM, WNBT; John K. Williams, mgr. of Western sales div.; Lloyd E. Yoder, gen. mgr. of WTAM, WTAM-FM, WNBK. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y. Ezra McIntosh, vice-pres., acct. exec.

NATIONAL CARBON CO., a Div. of Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17, N. Y. Anti-freezes, cooling system cleaner, stop-leak, anti-rust, flashlights, flashlight batteries. A. S. Johnson, pres.; C. O. Kleinsmith, P. M. Buhrer, exec. vice-presidents; A. C. Bryan, vice-pres. in chg. of sales; J. F. Warnell, mgr. battery products sales; F. W. Berdan, mgr. automotive products sales; A. J. Housman, adv. mgr. **Adv. Agcy.**—Wm. Esty Co., Inc.

NATIONAL CASH REGISTER CO., Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers. S. C. Allyn, pres.; R. S. Oelman, exec. vice-pres.; John M. Wilson, vice-pres., sales; Robert E. Cowden jr., secy.; G. R. Lohnes, treas.; W. E. Bahl, vice-pres., mfg.; L. S. McCallister, asst. sales mgr.; G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; H. E. Paul, serv. mgr.; E. R. Schlemmer, pur. agt.; E. H. Voehringer, traf. mgr.; J. K. Owen, pub. rel. mgr. **Det. Rep.**—Ewing Stumm, branch mgr., 3456 Woodward ave. **Adv. Agcy.**—McCann-Erickson, Inc., New York 20, N. Y. Royal Alderman, acct. exec.

NATIONAL ELECTRONIC MFG. CORP., 186 Granite st., Manchester, N. H. Auto aerials, auto radio accessories, TV aerials, TV installation hardware, noise filters, replacement leads. S. J. Spector, pres.; B. L. Cahn, vice-pres.; A. S. Spector, secy.-treas.; M. S. Spector, asst. to the pres.; A. S. Chambers, adv. mgr.; H. Weston, pur. agt. **Adv. Agcy.**—Bass & Co.

NATIONAL LEAD CO., 111 Broadway, New York 6, N. Y. Raw and finished die castings (zinc, brass, aluminum and magnesium)—Doehler-Jarvis Div., solder, battery oxides, titanium pigments for white sidewall tires, storage battery, plate metal, "Kirksite" dies and die metal, paint oils. Joseph A. Martino, pres.; W. V. Burley, A. H. Drewes, F. J. Koegler, D. A. Merson, Geo. L. Ratcliffe, J. H. Reid, H. T. Warshow, H. C. Wildner, vice-presidents; J. B. Henrich, secy.; J. J. Morsman jr., treas.; T. Howard Sarine, adv. mgr.; A. V. Bender, cf. engr.; L. J. Werne, traf. mgr.; J. C. Lloyd, pub. rel. dir.

NATIONAL LIFT CO., Subsidiary of Gar Wood Industries, Ypsilanti, Mich. Hydraulic hoist for pickup trucks, hydraulic hoist for 1½ and 2-ton platform trucks, hydraulic end-gate for pickup trucks, full hydraulic controls for snow plows, fan belt driven hydra-clutch pump. E. F. Fisher, pres.; Ross Miller, vice-pres. and gen. mgr. **Adv. Agcy.**—Andrews Agency, Inc., Milwaukee, Wis.

NATIONAL MACHINE & TOOL CO., 4077 Page ave., Jackson, Mich. Service tools. William Becker, pres.; Paul Becker, vice-pres.; Robert Becker, secy.-treas.; Robert E. Hall, gen. mgr.; Russell J. Veldman, sales and adv. mgr. **Det. Rep.** — Cliff Johns, 387 Eason. **Adv. Agcy.**—Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

NATIONAL MACHINE WORKS, INC., 1800 S. Broadway, Oklahoma City, Okla. Drive shaft bushing and seal assemblies; transmission case ball seats; drive shaft housing repair kits; drive shaft housing repair units; special pinion bearing assemblies; coleman compensator kits and special engineering and manufacturing facilities for new machine products. Theodore C. Gerner, pres., gen. mgr. and cf. engr.; D. I. Johnson, vice-pres.; Nolan C. Newman, vice-pres.; R. W. Losey, sales and adv. mgr.; Luther A. Harrison, order clerk. **Adv. Agcy.**—Galloway-Wallace, Graniff bldg., Oklahoma City, Okla. Hugh M. Wallace, acct. exec.

NATIONAL MALLEABLE & STEEL CASTING CO., 10600 Quincy ave., Cleveland 6, O. Cleve H. Pomeroy, pres. and treas.; W. H. Moriarity, vice-pres., chg. of sales; W. L. Woody, vice-pres., chg. of operations; H. L. Mausk, vice-pres., railway div. sales; E. H. Sherwood, asst. vice-pres., railway div. sales; J. A. Slater, asst. to pres.; K. M. Smith, asst. to vice-pres.; A. E. Field, secy.; L. A. Pomeroy jr., traf. mgr.; H. N. Whitmore, mgr. of inspection; B. C. Yearley, mgr. of research; W. W. MacMillen, gen. pur. agt.; K. L. Selby, cf. engr. **Adv. Agcy.**—Palm & Patterson, Inc., Fidelity bldg., Cleveland 14, O. T. King-Hedinger, acct. exec.

NATIONAL MOTOR BEARING CO., INC., Redwood City, Calif. Oil and grease seals, laminated shims, o-rings. L. A. Johnson, pres. and gen. mgr.; D. O. Johnson, vice-pres.; Milton Bulkeley, vice-pres. and treas.; H. K. Fohlman, vice-pres. and dir. of mfg.; A. E. Werolin, vice-pres. chg. of administration and planning; D. Patterson, factory mgr.; L. C. Cole, dir. of sales; W. I. Buchanan, mgr. of ind. sales div.; P. Q. Wray jr., mgr. of replacement sales div.; E. Mitchell, traf. mgr.; R. E. Wolcott, pur. agt.; Horace Kiser, pub. rel. mgr. **Det. Rep.**—W. I. Buchanan, R. Hudson, 726 Lothrop. **Adv. Agcy.**—L. C. Cole——Adv., San Francisco, Calif. R. G. Orr, acct. exec.

NATIONAL PARTS CORP., 2111 S. Michigan ave., Chicago 16, Ill. Automobile replacement radiator grilles. A. Grinberg, pres.; M. Grinberg, vice-pres.; H. A. Winkelman, gen. mgr. and sales mgr.; T. Antonini, wks. mgr.; L. P. Wolfman, asst. sales and adv. mgr.; R. Winkelman, asst. adv. mgr. and pur. agt. **Det. Rep.**—Mel Knopf, 24350 Condon ave., Oak Park, Mich.

NATIONAL PLASTIC PRODUCTS CO., Odenton, Md. Saran fiber for seat coverings, welt for piping and soundproofing. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, sales mgr.; James Richards, adv. mgr.; Donald Anderson, dir. of pur. **Adv. Agcy.** — MacManus, John & Adams, 444 Madison ave., New York, N. Y. Rand Miller, acct. exec.

NATIONAL PRODUCTS CORP., 144 Moody st., Waltham 54, Mass. Spark plugs, weatherproof connectors, ignition harness sets, special ignition products. H. R. Overly jr., pres. and treas.; A. C. Kennell jr., secy.; A. G. Cranney, gen. mgr. **Det. Rep.**—J. T. Templeton and E. M. Eldredge, 5432 Cass ave. **Adv. Agcy.**—Haldeman and Schindler, Boston, Mass. Aaron Schindler, acct. exec.

NATIONAL RIVET AND MFG. CO., 21 E. Jefferson, Waupun, Wis. All types of rivets. A. G. Gibbons, pres. and gen. mgr.; J. A. Zeratsky, vice-pres.; A. W. Fairchild, secy.; H. C. Engelbracht, treas.; J. A. Zeratsky, wks. mgr.; E. J. Maitre, sales mgr.; J. P. Torres, adv. mgr.; H. Hanson, cf. engr.; B. H. Bredeson, pur. agt.; H. C. Engelbracht, traf. mgr. **Det. Rep.** — S. J. Roberts, 5-259 General Motors bldg. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill.

NATIONAL SALES TRAINERS, 549 W. Washington blvd., Chicago 6, Ill. Automotive sales training courses and clinics; inventory control systems, promotional planning, business analysis, publishers. Byron C. Veris, pres.; Robert P. Branch, vice-pres.; Milton C. Veris, secy.-treas.; W. K. Braasch, exec. advisor.

NATIONAL STEEL CORP., 2800 Grant bldg., Pittsburgh 19, Pa. Automobile spring steel, bumper steel, special rolled sections, cold drawn bars. E. T. Weir, chmn. of bd.; G. R. Fink, pres.; T. E. Millsop, J. A. Henry, vice-pres.; M. E. Arden, secy.; Paul E. Shroads, vice-pres. and treas.; C. G. Tournay, compt. **Adv. Agcy.** — Campbell - Ewald Co., Detroit, Mich.

NATIONAL SYSTEM OF GARAGE VENTILATION, INC., 138 W. William st., Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; A. G. Towne, secy., gen. mgr., sales mgr.; Frank M. Tenney, treas. **Adv. Agcy.** — Biddle Co., Bloomington, Ill. J. G. Reinhard, acct. exec.

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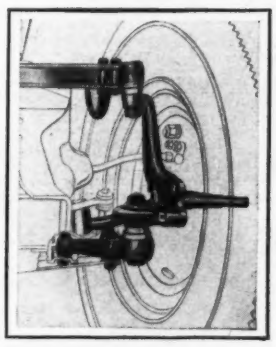
Why did Ford adopt Ball-Joint Front Suspension?



Because with more horsepower you need greater stability, easier steerability!

...and that's not all

The growing trend towards increased engine output places a greater emphasis on easier, safer steering and over-all stability. That's why Thompson's front suspension ball-joints . . . *the first major development in front wheel suspension in 20 years* . . . are incorporated into the latest model Ford.

Other Advantages, Too

There are five *additional* automotive problems solved by ball-joint front suspension: Creating new space for wide modern engine design • Eliminating front suspension and steering bind • Cutting front end overhaul time *by hours* • Reducing lubrication points from 12 to 4 • Increasing service life *many times over.*

Half-Century of Teamwork

This Thompson "Engineered Steering" development is a typical example of Thompson's side-by-side cooperation with the Automotive Industry over the past 50 years.

Yours for the Asking

If you have a steering linkage problem you'd like to discuss with Thompson's skilled and experienced Steering-Linkage Engineers, write, phone or wire Thompson Products, Inc., Michigan Plant, 7881 Conant Avenue, Detroit 11, Michigan.

You can count on

Thompson Products

MICHIGAN PLANT: • DETROIT • FRUITPORT • PORTLAND

Who's Who in Auto Industry

(Continued from Page 219)

NATIONAL TUBE DIV., (United States Steel Corp.), 525 William Penn pl., Pittsburgh 30, Pa. Seamless steel tubing, electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; F. L. Wiegand jr., secy.; H. J. Hirshman, treas.; W. J. McKee, sales mgr.; W. L. Schaeffer, adv. mgr.; L. V. Johnson, cf. engr.; J. F. Dailey, pur. agt. **Det. Rep.**—J. G. Morrison, General Motors bldg., Detroit 2, Mich.

NEAPCO PRODUCTS, INC., South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. B. Jenkins, treas.; Paul Mitchell, vice-pres. and factory mgr. **Adv. Agcy.** — William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

NEILSON CHEMICAL CO., 6564 Benson st., Detroit 7, Mich. Metalprep, galvaprep, prep'n'cote, prep-pik-l, lyfanite, phosteem, alumiprep, emulsoprep. R. F. Neilson, gen. mgr.; H. N. Oleson, wks. mgr.; H. F. Neilson, sales mgr.; A. A. DiPaola, sales prom. mgr. **Det. Rep.**—John E. Pierce, 1850 Mansfield ave., Birmingham, Mich. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, 7338 Woodward, Detroit 2, Mich.

NEON PRODUCTS, INC., Neon ave., Lima O. Plastilux "500" outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skelton signs, pylons. S. Kamin, pres.; M. Kamin, vice-pres.; J. Howenstine, secy.-treas.; Marvin Lubinsky, regional sales mgr.; Harold D. Schwartz, sales mgr.; Art Mox, cf. engr.; G. Querry, pur. agt.; W. Freel, traf. mgr. **Det. Rep.**—Larry Beck, 18711 James Couzens hwy.

NEW DEPARTURE DIV., General Motors Corp., Bristol, Conn. Ball bearings. Paul W. Rhame, gen. mgr.; Seth H. Stoner, gen. wks. mgr.; Robert T. Collins, gen. sales mgr.; Howard A. Offers, asst. gen. sales mgr.; L. A. Lanning, gen. pur. agt.; F. J. Garbarino, cf. engr.; J. J. Jennings, pur. agt. (Bristol plant); E. L. Lee, traf. mgr.; Louis C. Freeman jr., pub. rel. mgr. **Det. Rep.** — Lorne F. Lavery, mgr., 7-122 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—D. P. Brother & Co., Detroit. A. C. Cochrane, acct. exec.

NEW ENGLAND PRESSED STEEL CO., Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres. and treas.; J. H. Parmenter, vice-pres. and wks. mgr.; H. Blumenthal, pur. agt. **Det. Rep.** — J. H. Needham, 9900 Freeland, Detroit.

NEW HAVEN CLOCK AND WATCH CO., 140 Hamilton st., New Haven 4, Conn. Industrial clock and timing devices. Seymour Ziff, pres.; Frederick A. Neumann, vice-pres.; Hyman L. Federman, secy.; John F. Sheehan, treas.; Al Harmon, adv. and pub. rel. mgr.; Louis Denegre, cf. engr. **Det. Rep.**—Getsinger-Fox Co., 1417 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Weiss and Geller, 400 Madison ave., New York, N. Y.

NEW JERSEY ZINC CO., THE, 160 Front st., New York 38, N. Y. Zinc pigments, metals and alloys. R. L. McCann, pres.; C. H. George, vice-pres.; F. H. Baxter, vice-pres.; Walter R. Anyan, secy.; Samuel Riker jr., treas.; W. J. Lee, gen. pur. agt.; K. L. R. Baird, gen. traf. mgr. **Sales (The New Jersey Zinc Sales Company):** R. G. Kenly, vice-pres.; F. W. Jones, mgr. (pigment sales); E. H. Klein, mgr. (metal div.); R. Davison, mgr. (market development div.).

NEW PROCESS GEAR CORP., Executive offices: 500 Plum st., Syracuse, N. Y. Truck and tractor transmissions; differential assemblies; automatic spur; spiral, bevel, hypoid gears; universal joints; aviation gears. Joseph F. Kerigan, pres. and gen. mgr.; A. E. Woonton, treas.; H. S. Thurner, sales mgr.; J. L. Collins, asst. gen. mgr.; C. W. Pierson, dir. of purchases; C. N. Howard, pub. rel. officer.

NEWARK AUTO TOP & BODY CO., 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, seat cushions, convertible top assemblies. Lee and Alexander Seaman, partners; Arthur Fischman, gen. mgr.; Edward Grabowski, chief engr. **Adv. Agcy.**—Felt Advertising, Inc., 519 Main st., Newark, N. J.

NEWHOUSE AUTOMOTIVE INDUSTRIES, 5805 E. Beverly blvd., Los Angeles 22, Calif. Lubricants, high-compression heads, dual intake manifolds, mufflers, camshafts, racing equipment, special auto parts for stock cars, etc.; also dual-point auto ignitions, car polishes, water injectors, racing engines. Ernest J. Newhouse, pres.; E. H. Newhouse, vice-pres.; Donald L. Forrester, vice-pres.; J. Ward, comptr.; Louise Johnson, secy.-treas.; John Merlino, gen. mgr. and pur. agt.; Walter Wall, wks. mgr.; Robert Donegan, sales mgr.; Wally Hunt, adv. and pub. rel. mgr.; James Pettit, serv. mgr.; H. Lee, cf. engr.; Richard Shadforth, auditor. **Adv. Agcy.**—W. H. Hunt and Associates, Los Angeles, Calif.

NIAGARA MFG. & DISTRIBUTING CORP., Adamsville, Pa. Carssage. O. K. Murphy, pres.; R. B. O'Donnell, vice-pres.; E. M. Murphy, secy.; R. E. Donegan, treas.; F. D. Patterson, gen. mgr.; J. J. Luptak, adv. mgr. **Det. Rep.**—D. P. Mohney. **Adv. Agcy.**—Olian & Bronner, Inc., 334 Pure Oil bldg., Chicago 1, Ill. Walker & Downing, Oliver bldg., Pittsburgh, Pa.

NICHOLSON FILE CO., 23 Acorn st., Providence 1, R. I. File and rasps, rotary power files and burs. Paul C. Nicholson jr., pres. and gen. mgr.; S. Foster Hunt, vice-pres.; J. Harry Marshall, vice-pres.; Charles E. Fogg, secy.; R. Lindley Murray, treas.; Edmond A. Neal, sales mgr.; George R. Ashbey, adv. mgr.

NIEHOFF & CO., C. E., 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chg. of sales; E. R. Grant, vice-pres., chg. of pro.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; H. C. Fernstrom, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

NORICK BROTHERS, 701-09 N.W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms, parts purchase control systems, and supplies for retail automotive dealers. Henry Norick, gen. mgr.; James H. Norick, asst. mgr.; Fred H. Barlow, gen. sales mgr.; Roy Evans, adv. and sales prom. mgr. Jack Rainbow, prod. mgr.; Mrs. Frances Lilly, credit mgr.; Mildred Gibson, office mgr.; W. B. Austin, cf. accountant.

NORLIPP CO., 5909-5931 S. Lowe ave., Chicago 21, Ill. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps, bicycle mirrors, ornaments. A. C. Lippert, pres.; R. A. Lippert, vice-pres.; Charles Lindstrom, treas. and sales mgr.; Richard Vernald, secy.; Robert Meyer, wks. mgr.; C. B. Sheffer, pur. agt.; Herb Hallen, traf. mgr. **Adv. Agcy.**—A. Martin Rothbart, Inc., Chicago. Robert Haas, acct. exec.

NORMA-HOFFMANN BEARINGS CORP., Hamilton ave., Stamford, Conn. Precision ball, roller and thrust bearings. W. L. Hubbard, pres.; D. E. Batesole, (engrg.) vice-pres.; R. L. Miller, vice-pres., sales mgr. and adv. mgr.; E. J. Schmiel, secy. and treas.; F. L. Wright, wks. mgr.; R. V. Donnelly, asst. sales, and asst. adv. mgr.; W. D. Anderson, cf. engr.; H. R. Beeson, pur. agt.; Claus H. Meyer, traf. mgr. **Det. Rep.**—M. B. Hawxhurst, 2814 David Broderick Tower, Detroit, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass. Jim LeTuckey, acct. exec.

NORTHERN ENGRAVING & MFG. CO., LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. D. Gelatt, pres. and gen. mgr.; E. Niemeyer, vice-pres.; A. H. Zischke, vice-pres., sales mgr.; M. L. Crouse, treas.; B. E. Dellenbach, asst. sales mgr.; R. Gilles, wks. mgr.; J. I. McCauley, cf. engr.; T. P. Dalzell, secy. and pur. agt.; E. Bates, asst. **Det. Rep.**—B. Finn, 2832 E. Grand blvd., Detroit, Mich.

NORTON CO., 1 New Bond st., Worcester 6, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, encapsulating machines, lapping machines, non-slip flooring. Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; Malcolm N. Pilsworth, secy.; William J. Magee, treas.; Andrew B. Holmstrom (abrasive div.), E. M. Hicks, (machine div.), gen. mgrs.; F. G. Gifford (wheel plants), J. Jeppson (abrasive div.), I. G. Freeman (machine div.), wks. mgrs.; R. M. Johnson, vice-pres., chg. of sales; F. L. Curtis, G. A. Park, D. L. Price (abrasive div.), R. D. Lawson (machine div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, asst. adv. mgr.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; J. D. Dawson, traf. mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell, Abr. div.; C. L. Smith, Mach. div., 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—J. W. Odlin Co., Worcester, Mass. J. W. Odlin, acct. exec. James T. Chirurg Co., Boston. J. J. Slein, acct. exec.

NOX-RUST CHEMICAL CORP., 2429 S. Halsted st., Chicago 8, Ill. Underbody coatings, sound deadeners, insulation, rust preventive compounds, vapor phase rust preventive wrappers. L. S. Mann, sales mgr., mastics div.; Fred L. Way, sales mgr, rust prevention div.; T. S. Pool, asst. sales mgr., vapor wrapper div.; R. G. Clendenin, adv., sales prom.; J. W. Taylor, dir. of pur.

NUDAY CO., THE, 5227 Schaefer, Dearborn, Mich. Automobile wheel alignment testing equipment. **Adv. Agcy.** — Brown Art Corp., Detroit, Mich.

NU ORM PLANS, INC., 1015 So. La Cienega bldv., Los Angeles 35, Calif. A plan of sales development, and customer relations program. Ruth M. Ormsby, pres.; A. Z. Davis, vice-pres.

NU-WIPE—LACQUERWAX, INC., 57 N. Washington st., Plainville, Conn. Wiping tissue, liquid wax, cleaner, tar remover. Charles B. Webster, pres.

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O & S BEARING CO., plant and general offices—777 West Eight Mile rd., Whitmore Lake, Mich. Self lubricating bearings, bushings, tie rod ends, and leaf spring inserts. Special non-ferrous stampings, distributor inserts, radiator hardware and small forgings. Newton Skillman, pres.; Newton Skillman jr., vice-pres. and gen. mgr.; John E. Connolly, vice-pres. in chg. of prod. and engrg.; Robert M. George, secy.-treas.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, cf. engr.; Eldred A. Mayrend, pur. agt. **Det. Rep.**—Fred R. Smith. **Adv. Agcy.**—Rolfe C. Spinning Co., Detroit, Mich. C. Pinneau, acct. exec.

OAKITE PRODUCTS, INC., 19 Rector st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, 2nd vice-pres.; E. Lingle, vice-pres.; F. L. Oldroyd, vice-pres. and gen. sales mgr.; V. D. Smith, vice-pres.; James Beckett, treas.; Stanley M. Remlein, pur. agt. **Det. Rep.**—T. R. Smith, 8-237 General Motors bldg., Detroit 2. **Adv. Agcy.**—Rickard and Co., New York 16, N. Y. E. C. Mayer, acct. exec.

OAKMAN MFG. CO., 12995 Hillview ave., Detroit 27, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres.; James H. Withers, vice-pres. in chg. of production; Gordon

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A Gasoline Tank Filler Tube

ROUND
3/8" to 4" O. D. 8 to 22 gauge
SQUARE-RECTANGULAR
1/2" to 2" O.D. 20 gauge
1" to 2 1/4", 14, 16, 18 gauge
Carbon 1010 to 1025
Michigan Tubing
has uniform strength, weight, ductility, I. D. and O. D., wall thickness, machinability, and weldability. It can be flanged, expanded, tapered, swaged, beaded, upset, flattened, forged, spun closed, fluted, and rolled. Available in a wide range of sizes, shapes and wall thicknesses, prefabricated by Michigan or formed and machined in your own plant.

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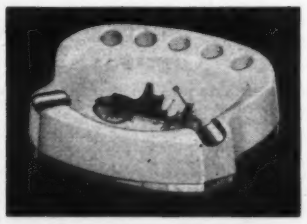
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Who's Who in Auto Industry

(Continued from Page 220)

O. Rice, vice-pres. in chg. of sales; Charles N. Shere, secy.; Nathan Freedland, treas.; Walter E. Faust, wks. mgr.; A. Cullon, master mechanic; H. W. Logan, engrg.; M. E. Derin, pur. agt.; Leonard Tierman, cont.

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OHIO RUBER CO., Willoughby, O. Rubber and synthetic to metal adhesion parts; molded and extruded rubber parts; automotive floor mats, step plates, motor mounts, tank track, etc. Franklin G. Smith, chmn.; H. F. Safford, pres.; R. A. Mertz, vice-pres., mfg.; K. N. Carter, vice-pres., gen. sales; M. J. Marsh, vice-pres., asst. to pres.; R. Dean Thomas, vice-pres., mgr. Calif. plant; H. J. Bechtold, treas. and cont.; Roland Fisch, plant engr.; H. W. Schultz, products engr.; R. C. Kremer, factory mgr.; T. C. Pearson, traf. mgr.; J. D. Clements, pur. agt.; E. H. Witt, pub. rel. mgr. **Det. Rep.**—C. J. Edwards, vice-pres., 2210 Fisher bldg., Detroit 2. **Adv. Agcy.** —G. M. Basford Co., Cleveland, O. G. P. Kurtz, acct. exec.

OIL-DRI CORP. OF AMERICA, 520 N. Michigan ave., Chicago 11, Ill. Manufacturers of Oil-Dri absorbents and Oil-Dri Non-Slip paint. Nick Jaffee, pres.; Leo P. Jaffee, treas.; Woodrow A. Jaffee, sales mgr.; A. L. Swerdlik, gen. mgr. **Adv. Agcy.**—Burlingame and Grossman, Chicago, Ill. Sam Grossman, acct. exec.

OIL-EYE CORPORATION OF AMERICA, 51 Walnut, Winona, Minn. Oil-Eye positive indicator. R. W. Miller, pres.; R. J. Harkenrider, cf. engr. **Adv. Agcy.**—Firestone-Goodman Adv. Agency, Inc., Minneapolis 2, Minn.

OILGEAR CO., 1560 W. Pierce st., Milwaukee 4, Wis. Fluid power pumps, motors, transmissions, cylinders, valves, accessories. W. G. Prasse, pres.; R. D. Pakenham, secy. and treas.; H. Seifert, wks. mgr.; F. G. Kuhagen, vice-pres. and sales mgr.; H. L. Crull, asst. sales mgr.; M. E. Engebretson, adv. mgr.; Ernst Wiedman, cf. engr.; Harold Jungbluth, pur. agt.; L. Flannery, traf. mgr. **Det. Rep.** — Clarence Paneitz, 10600 Puritan ave. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill. L. A. Drew, acct. exec.

OLD REPUBLIC CREDIT LIFE INSURANCE CO., 307 N. Michigan ave., Chicago 1, Ill. Credit life, accident and health insurance. James H. Jarrell, pres.; Arthur J. Cade, exec. vice-pres. and sales mgr.; C. M. McNeill, secy.-treas.; W. K. Poulsom, asst. secy.-treas. **Adv. Agcy.** — J. M. Hickerson, Inc., 2021 Grand ave., Des Moines, Ia. Paul Blakemore, acct. exec.

OLDBERG MFG. CO., 620 7th st., Grand Haven, Mich. Exhaust mufflers. E. R. Hoover, pres., gen. mgr.; C. W. Kitzinger, vice-pres., asst. gen. mgr.; Floyd E. Deremer, William E. Bullock, vice-presidents; Frank Coburn, secy.; Ralph G. Rule, treas.; Victor D. Zvoleff, wks. mgr.; Hazen S. Carson, sales mgr.; T. E. Hoover, asst. sales mgr.; Floyd E. Deremer, cf. engr.; L. F. Kent, pur. agt.; E. Marod, traf. mgr. **Det. Rep.** — Hazen S. Carson.

OLDSMOBILE DIV., General Motors Corp., Townsend st., Lansing 21, Mich. Passenger cars. J. F. Wolfram, gen. mgr. of Oldsmobile Div. and vice-pres. of General Motors Corp.; R. E. Griffin, exec. asst. to gen. mgr.; L. F. Carlson, gen. merchandising mgr.; E. W. Schuon, div. comptr.; T. C. Downey, wks. mgr.; G. R. Jones, gen. sales mgr.; J. E. Straud, asst. sales mgr.; B. N. Barber, asst. sales mgr.; J. J. Dobbs, exec. asst. to gen. sales mgr.; M. J. O'Connor jr., exec. asst. to gen. sales mgr.; E. E. Kohl, gen. serv. mgr.; J. H. Handley, parts and acc. mgr.; H. N. Metzel, cf. engr.; A. E. Goossen, dir. of pur.; H. J. Hidlay, pur. agt.; A. S. Corwin, traf. mgr.; M. J. Seaton, sales prom. mgr.; L. F. Carlson, adv. mgr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Clarence Hatch jr., acct. exec.

OLSON CORP., J. B. E., 1740 Broadway, New York 19, N. Y. Aluminum delivery truck bodies and aluminum van panel bodies. Wallace B. Spielman, pres.; Herbert H. Spielman, vice-pres. in chg. of sales; Edward J. Scherer, secy.; Edgar Parker ,adv. and sales prom. mgr.; J. E. Sweeney, parts mgr. **Det. Rep.**—William Seward, 32449 Pardo, Garden City, Mich. **Adv. Agcy.**—Philip 1. Ross, 38 East 57 st., New York City.

OLSON CO., INC., ROBERT E., Motaloy Mfg. Corp., So. Texas bldg., San Antonio 5, Tex. Motaloy engine reconditioner. Robert E. Olson, pres.; T. W. Dorgan, sec.; R. E. Olson, sales mgr.; H. K. Gayle jr., cf. engr.; Natalie Thaddeus, traf. mgr. **Det. Rep.**—G. W. Herrick, Marysville, Mich. **Adv. Agcy.**—Pitluk Advertising Co., San Antonio, Tex. Evans Wyatt, acct. exec.

ONEIDA PRODUCTS CORP., Canastota, N. Y. Bus bodies, sheet and metal work. C. Russell Feldmann, pres.; C. W. Trout, vice-pres., sales and adv. mgr.; Joseph V. McKee jr., secy.-treas.; Arthur G. Lindley, asst. treas.; P. A. Thrasher, vice-pres. in chg. of oper.; Harold R. Turner, cf. engr.; B. H. Crowell, pur. agt.; Darby Jones, asst. pur. agt.

ORSCHELN BRAKE LEVER MANUFACTURING CO., 339 N. Williams, Moberly, Mo. Emergency brake levels. W. C. Orscheln, pres.; E. J. Orscheln, vice-pres.; A. J. Orscheln, secy.-treas.; W. T. Goon, wks. mgr.; Charles M. Hirst jr., exec. engr.; G. A. Hill, asst. sales; H. N. Key, asst. pur. agt.

OTIS ELEVATOR CO., 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists, chassis dynamometers. LeRoy A. Petersen, pres.; Fayette S. Dunn, secy.; H. R. Fardwell, treas.; E. W. Hines, vice-pres., chg. of sales; Donald Shannon, adv. and pub. rel. mgr.; J. F. Lawson, serv. mgr.; A. W. Paulson, cf. engr.; J. L. Fish, pur. agt.; S. P. Collins, asst.; C. H. Vescelius, traf. mgr. **Det. Rep.**—V. G. Hahn, 950 W. Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 E. 42nd st., New York 17, N. Y. J. C. Snape, vice-pres., acct. exec.

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OVERHEAD HEATERS, INC., 1612 Book bldg., Detroit 26, Mich. Overhead oil-fired heaters for space heating garages, warehouses, industrial plants, service stations. T. E. Trese, pres. and gen. mgr.; E. M. Delaney, vice-pres. and sales mgr.; W. R. Lacey, secy. and asst. gen. mgr.; N. E. Trese, vice-pres. and treas. **Det. Rep.** — L. J. Perron, 1612 Book bldg. **Adv. Agcy.**—E. C. Watkins & Co., Detroit, Mich. E. C. Watkins, acct. exec.

OWATONNA TOOL CO., 348 N. Cedar st., Owatonna, Minn. R. A. Kaplan, pres.; A. R. Kaplan, vice-pres., sales and adv. mgr.; R. R. Barnard, secy.; Robert Allyn, asst. sales mgr.; D. J. Kaplan, cf. engr.; C. P. Kaplan, pur. agt.

OWENS - CORNING FIBERGLAS CORP., Nicholas bldg., Toledo 1, O. Fibrous glass thermal and acoustical insulations, fibrous glass textile products, fibrous glass mat products. Harold Boeschenstein, pres.; W. P. Zimmerman, exec. vice-pres.; J. M. Briley, vice-pres. and gen. mgr. of General Prod. Div.; Games Slayter, vice - pres., research; J. H. Thomas, vice-pres. and gen. mgr. (textile prod. div.), 16 E. 56th st., New York, N. Y.; L. R. Kessler, vice-pres. and gen. mgr. (Pacific Coast div.); B. E. Boyd, vice-pres. mfg.; H. R. Winkle, vice-pres. and treas.; Ben S. Wright, vice-pres. pur. and trade rel.; C. G. Staelin, secy.; E. W. Smith, vice-pres., branches; E. J. Detgen, sales mgr.; P. J. Fluge, adv. and prom. mgr.; J. H. Andrews, dir. pub. rel.; S. Stambaugh, dir. of pub.; R. M. Crean, mgr. transp. sales; S. Roe, mgr. automotive sales. **Det. Rep.**—J. J. Hartnett. **Adv. Agcy.**—McCann-Erickson, Inc. Sidney Dean jr., acct. exec.

OWOSSO MFG. CO., Div. of The Mitchell-Bentley Corp., 108 N. Chipman st., Owosso, Mich. Automotive trim, public seating, transportation seating. Don R. Mitchell, pres.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, vice-pres.; H. Kirk White, exec. vice-pres.; James G. Kennedy, gen. mgr.; John Horton, wks. mgr.; Myron J. Balcom, sales mgr.; Dale Pond, pur. agt. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

P

P & G HAND FORGED TOOL CO., P. O. Box 5926, Milwaukee Branch, Portland 22, Ore. Mechanics' hand tools. J. Earl Jones, pres.; B. H. McClain, vice-pres., treas.; J. H. Perry, vice-pres. and sales mgr.; A. Jensen, wks. mgr.; Wm. Van Hoose, cf. engr.; C. W. Geist, pur. agt. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. George Griffis, acct. exec.

P-J INDUSTRIES, 315 N. 8th st., Milwaukee 3, Wis. Car Hush hoodliners. Joel R. Rachlin, pres.; Donald C. Popalisky, vice-pres.; Ray M. Benson, sales and adv. mgr. **Adv. Agcy.**—Barnes Advertising Agency, Milwaukee, Wis.

P. O. B. MFG. CO., INC., 3215 Colerain ave., Cincinnati 25, O. Sealing compound, rubber cements. Joseph A. Gutting, vice-pres. and gen. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn 7, Mich.

PAASCHE AIRBRUSH CO., 1909 Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, compressors, air-painting units. J. A. Paasche, pres.; H. F. Reck, vice-pres., secy., gen. and sales mgr.; W. A. Sharman, treas.; E. H. Hanson, sales mgr.; H. J. Pedersen, adv. mgr.; E. W. Berg, cf. engr.; L. R. Stensland, pur. agt.; H. Williamson, asst. pur. agt. **Det. Rep.**—J. Ebert, 4470 Cass ave., Detroit 1, Mich.

PACIFIC FINANCE CORP., 621 S. Hope st., Los Angeles 17, Calif. Automobile financing, personal loans, automobile insurance. Maxwell C. King, pres.; G. A. Bigley, exec. vice-pres.; A. M. DeLauney, exec. vice-pres.; B. C. Reynolds, vice-pres., secy.; E. A. Smith, vice-pres. and treas.; Elliott Taylor, vice-pres. and asst. to pres.

PACIFIC LUBRICANTS CO., 5807 E. Beverly blvd., Los Angeles, Calif. Automoly, gear-moly, auto-moly concentrate, airdri-moly plate, industrial molybdenum oils and greases in gallon, 5 gallon and

(Continued on Page 222)

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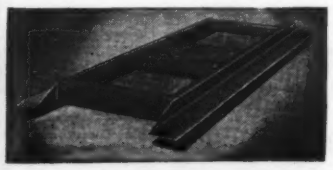

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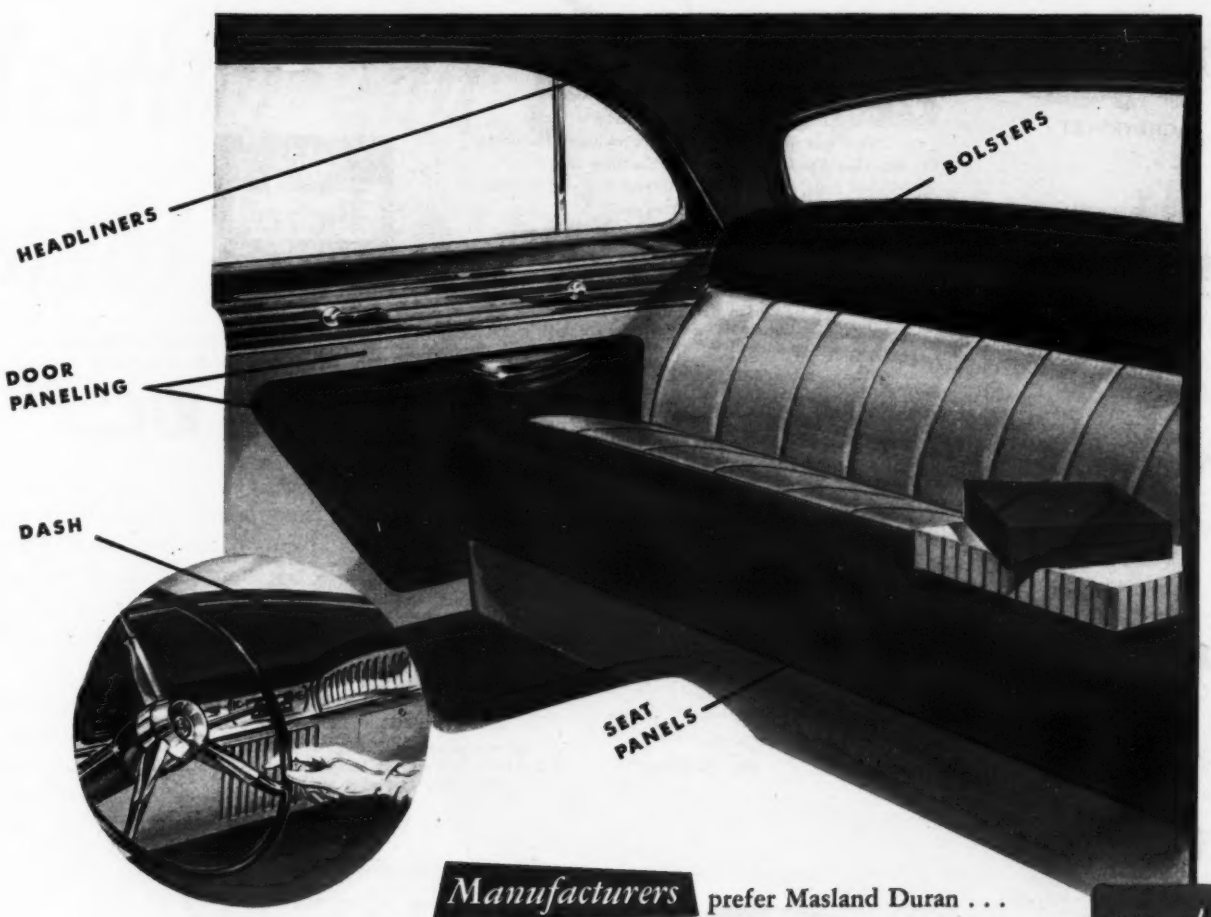

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Who's Who in Auto Industry

(Continued from Page 221)

drum containers. Ernest J. Newhouse, pres.; Don F. Forrester, vice-pres.; Bobbie O'Boyle, secy.; Jewel Ward, treas.; John Merlino, gen. mgr., pur. agt.; Walter Wall, wks. mgr.; Robert Patrick, sales mgr.; Thatcher Darwin, adv. mgr.; Johnny Sayer, parts and acc. mgr. **Det. Rep.**—Guy B. Cornwell, 21707 Haliburton rd., Cleveland 22, O. **Adv. Agcy.**—W. H. Hunt & Assoc.

PACIFIC MILLS, 140 Federal st., Boston, 10, Mass. Detroit office: Rm. 429, Fisher bldg. Automotive fabrics. Henry M. Bliss, pres.; E. D. Walen, vice-pres. **Det. Rep.**—Nelson A. Butler.

PACKARD ELECTRIC DIV., General Motors Corp., Warren, O. B. N. MacGregor, gen. mgr.; C. C. Rigsby, factory mgr.; R. J. Montgomery, gen. sales mgr.; C. B. Hamilton, Detroit dist. mgr. (equipment); R. W. Henry, Chicago dist. mgr. (equipment); H. C. Mohr, adv. and sales prom. mgr.; L. C. Wolcott, cf. engr.; D. E. Tritten, procurement mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. S. Charlton, acct. exec.

PACKARD MOTOR CAR CO., 1580 East Grand blvd., Detroit 32, Mich. James J. Nance, pres.; A. H. Behnke, vice-pres. of materials; C. E. Briggs, vice-pres. of sales; Robert Blythin, gen. counsel and secy.; G. H. Brodie, vice-pres. in chg. of defense operations; C. W. Brownell, vice-pres. in chg. of indus. rel.; W. R. Grant, financial vice-pres. and treas.; W. H. Graves, vice-pres. of engrg.; R. P. Powers, vice-pres. of mfg.; Patrick Monaghan, dir. of pub. rel.; Roger E. Bremer, asst. to pres. for forward planning; W. B. Hoge, compt., asst. secy.; B. C. Budd, mgr. export; F. C. Williams, mgr., Packard of Canada; William H. Taylor, dir. of pur.; William E. Macke, mdse. mgr.; Charles P. Noonan, mktg. serv. mgr.; LeRoy Spencer, Pacific reg. mgr.; C. F. Sylvester, western sales mgr.; H. E. Foulkrod, eastern sales mgr. **Adv. Agcy.**—Maxon, Inc.

PALM, FECHTELER & CO., 220 W. 42nd st., New York 36, N. Y. Decalcomania. Alphonse Bihr, pres.; Edwin G. Mettler, vice-pres. and wks. mgr.; Wm. G. F. Botzow, secy. and treas. **Det. Rep.** — Matthew Batus, 21 East Van Buren st., Chicago 5, Ill. **Adv. Agcy.** — DuFine-Kaufman, Inc., 103 Park ave., New York, N. Y. Herbert Kaufman, acct. exec.

PALMER-BEE COMPANY, 1701 Poland ave., Detroit 12, Mich. Conveyors, speed reducers, transmission machinery. George A. Bee, pres. and gen. mgr.; George R. Kew, vice-pres.; D. N. Sweeny, secy.; Carl J. Kocis, compt.; D. V. Brown, wks. mgr.

PALNUT CO., 61 Cordier st., Irvington, N. J. Lock nuts, fasteners. J. R. Hotchkin, pres.; E. L. Johnson, sales mgr. and adv. mgr. **Det. Rep.**—Wm. R. Donaldson, 730 W. Eight Mile rd., Detroit.

PANTASOTE CO., 26 Jefferson st., Passaic, N. J. Coated frabrics, unsupported vinyl film, plastic wall covering material. Hans Wyman, pres.; Messrs. C. A. Wyman, H. W. Wyman, John D. Foley, vice-presidents; J. Scholer, secy.; Rudolf Koppl, treas.; John D. Foley, wks. mgr.; Eliot W. Howard, sales mgr.; R. A. Johnson, cf. engr.; E. D. Randall and J. F. Gutschalk, pur. agts. **Adv. Agcy.**—The Hammer Co., Hartford, Conn.

PARAMOUNT FABRICATING CO., 1644 W. Lafayette, Detroit 16. Body hardware, hinges, electronic shiftometers. John C. Griffin, pres. and gen. mgr.; E. Frye, secy.; G. Griffin, treas.; Merle A. Knight, prod. mgr.; Clare A. Jakeway, compt.; Howard M. Davidson, sales mgr.

PARISH PRESSED STEEL CO., Reading, Reading, Pa. Passenger car frames, farm machinery stampings, truck side rails and frames, heavy and light misc. stampings, railroad car stampings, light and heavy welded assemblies. H. S. Lewis, pres.; H. B. Bartlett, exec. vice-pres.; L. A. Mercer, asst. secy.; O. G. Carner, asst. treas.; S. L. Whitehall, vice-pres. in chg. of sales; M. L. Fox, vice-pres. in chg. of engrg.; J. B. Marquette, vice-pres. in chg. of pur. **Adv. Agcy.** — Beaumont, Heller & Sperling, Inc., Reading, Pa.

PARK CHEMICAL CO., 8074 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. F. L. Woodside, pres. and gen. mgr.; A. A. Wadson, vice-pres.; H. D. Kitchen, secy.-treas., pur. agt.; L. M. Harris, sales mgr. **Adv. Agcy.** — Marvin Hahn Adv., Detroit, Mich. Marvin Hahn, acct. exec.

PARKER-KALON DIV., General American Transportation Corp., 200 Varick, New York 14, N. Y. Self-tapping screws, socket screws, screwnails, masonry nails, wing nuts, metal punches, damper regulators, quandrants, file and solder iron handles. Louis Goldburg, pres.; Martin Slifka, gen. mgr. and secy.; Hyman Goldburg, dir. of sales; Harold Rosenberg, wks. mgr.; S. S. Kahn, sales mgr.; Harold Elfenbein, adv. mgr.; C. J. Geis, sales prom. mgr.; Louis Lovisek, cf. engr.; W. F. Morrison, pur. agt.; Matty Breen, traf. mgr.; P. J. Hagan, pub. rel. mgr. **Det. Rep.** — Gordon Mitchell, 1614 Kales bldg. **Adv. Agcy.**—Horton-Noyes Co., Providence 3, R. I. H. W. Gerlach, acct. exec.

PARKER PRODUCTS, INC., 1415 Washington ave. S., Minneapolis 4, Minn. Tailored and universal seat covers, directional signals for all makes of cars and trucks, bug screens, scuff pads, etc. K. C. Glaser, pres. and treas.; Rudy Luther, vice-pres.; Lee Short, secy.; V. O. Abramson, gen. sales, adv.; James Benson, cf. engr., pur. agt.; T. H. Parker, prod. mgr., pur. agt.; Floyd Lossing, wks. mgr. Exporter Sammar Tool & Equipment, 110 Washington st., New York, N. Y. **Adv. Agcy.**—Baxter, Minneapolis, Minn.

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PARKER WOLVERINE DIV. THE UDYLITE CORP., 2501 E. Grand blvd., Detroit 11, Mich. Auto stampings, wire wheels, trim rings, bumper guards, grille parts, parkerizing, electrofilm, bonderizing, parker lubrite, bonderite stainless steel, and baked enamel. C. H. Reeme, pres.; L. V. Nagle, exec. vice-pres.; H. S. Maynard, secy.; A. L. Barak, treas.; D. W. Stapleton, stamping and plating mgr.; S. C Hale, vice-pres., sales mgr.; R. C. Trees, adv. mgr.; D. Aldsman, cf. engr.; R. Bader, pur. agt.; G. Lasko, sales engr., and W. Hill, traffic mgr. **Adv. Agcy.**—Grant Advertising Agency, Detroit, Mich. Jack Byrne, acct. exec.

PATTERSON, WM. N., 518 Maccabees bldg., Detroit 2, Mich. Vibra-pneumatic cleaner. Wm. N. Patterson, owner.

PEERLESS NOVELTY CO., 105 Fulton, Grand Haven, Mich. Sun visor hardware, ash receptacle, miscellaneous stampings, finished and unfinished. Warren H. Stansberry jr., pres. and gen. mgr.; Arthur C. Kieft, vice-pres.; George W. Pardee, sales mgr. **Det. Rep.**—Fred Conley, 510 Stephenson bldg.

PENFIELD MFG. CO., INC., 19 High School ave., Meriden, Conn. Water demineralizers, ion exchange equipment, water treatment equipment, tanks, filters. Anthony C. Gigliotti, pres., cf. engr.; Edward H. Clohessy, secy., gen. mgr., pur. agt. **Adv. Agcy.**—F. P. Walther jr. & Associates, Boston, Mass.

PENFIELD PETROLEUM PRODUCTS, INC., 136-30 38th ave., Flushing 54, N. Y. Motor oils, automotive chemicals, "moly" products, automotive transmission fluid, oil filter replacements, greases. Dave Salzberg, pres.; Monroe Greenberg, secy.-treas.

PENNSYLVANIA GRADE CRUDE OIL ASSOC., P. O. Box 96, Oil City, Pa. Research, advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. C. A. Chipman, Bolivar, N. Y., pres.; G. J. Hanks, 54 Boylston st., Bradford, Pa.; A. C. Simmons, Bradford, Pa., vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres., gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas.; W. C. Wenzel, P. O. Box 96, Oil City, Pa., exec. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. A. B. Meldrum, acct. exec.

PENNSYLVANIA REFINING CO. (Gum-out Div.), 2686 Lisbon rd., Cleveland 4, O. Carburetor cleaner, motor oils, greases, gear lubricants, anti-freeze. Paul R. Beck, pres.; Dale T. Glenn, vice-pres.; Carl E. Bailey, plant supt.; J. H. Hughey, mktg. mgr.; Robert W. Lackner, sales mgr.; Grafton Fenker, dir. of research; John H. McClung, pur. agt.; Carl A. Weinsz, traf. mgr. **Det. Rep.**—C. W. Roy and E. A. O'Connor, 6432 Cass ave. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. H. B. Montgomery, acct. exec.

PENNSYLVANIA SALT MFG. CO., 492 Widener bldg., Philadelphia 7, Pa. Metal cleaners, drawing lubricants, phosphatizers, foscoat process, fosbond process. George B. Beitzel, pres.; Wm. F. Mitchell, vice-pres., mfg.; Edward F. Beale, secy., treas.; A. H. Clem, gen. sales mgr.; Wm. P. Drake, vice-pres., sales; Paul C. Hurley, adv. and sales prom. mgr.; A. B. Reinholt, serv. mgr.; A. Woodard, cf. engr.; F. G. Prince, pur. agt.; J. G. Robison, traf. mgr.; W. A. Bishop, pub. rel. mgr. **Det. Rep.**—Donald MacFarlan jr., 2328 Buhl bldg., Detroit, Mich. **Adv. Agcy.** — Geare-Marston, Inc., Philadelphia, Pa. Horace Nalle, acct. exec.

PENNSYLVANIA TIRE CO., Mansfield, O. Tires, tubes, batteries, Schrader goods, camelback and repair materials. E. V. Duffy, vice-pres.; H. B. Carpenter, vice-pres., mgr. govt. and mfrs. sales; D. E. Kirkpatrick, adv. sales prom. mgr.; T. C. Johnson, asst. sales mgr.; C. F. White, repair materials and acc. mgr.; N. W. Graham, mgr. stock regulation and prod. control; N.. R. Willis, mgr. export div. **Adv. Agcy.**—Fuller, Smith and Ross, Inc., Cleveland, O. E. J. Howe, acct. exec.

PENZOIL CO., Oil City, Pa. Motor oil, lubricants and gasoline. W. S. Zehrung, pres., gen. mgr.; F. W. Alcorn, vice-pres., secy.; D. W. Grant, vice-pres.; H. W. Loveland, treas.; R. W. Grunert, vice-pres.; W. J. Dempsey, asst. treas.; H. H. Howe, asst. treas., cf. acct.; M. L. Meddock, gen. aud. and contr.; J. M. Hinman, research and development mgr.; A. W. Clinger, vice-pres. (wholesale sales); E. G. Ballard, sales mgr. (lub. div.); J. G. Miller, sales mgr. (gasoline div.); D. E. Carrier, traf. mgr.; R. M. Henry, pur. agt.; R. T. Benton, credit mgr.; F. H. Gates, counsel; D. G. Proudfoot, mgr. ind. sales; E. F. Johnson, adv. mgr.; L. E. Ferringer, asst. adv. mgr.; A. V. Hoffman, gen. supt. refineries; H. A. Fennick, asst. refinery supt.; F. W. Officer, asst. supt. **Det. Rep.** — A. B. Capps, div. mgr., 1865 National Bank bldg. **Adv. Agcy.** — Fuller & Smith & Ross, Inc., Cleveland, O. E. F. Johnson, acct. exec.

PERFECT CIRCLE CORP., 552 S. Washington, Hagerstown, Ind. Piston rings, piston expanders, plastigage, bearing adjusters, piston nurlizers, manulathes, cylinder sleeve castings. Ralph R. Teetor, pres.; Don H. Teetor, vice-pres., sales; Daniel C. Teetor, vice-pres., mfg.; Wm. B. Prosser, vice-pres., gen. mgr.; Geo. Rea, secy.-treas.; R. M. Thomas, mfg. sales mgr.; J. C. Hamilton, replacement sales mgr.; Herman Teetor, adv. mgr.; John Senn, asst. adv. mgr.; W. B. Hartley, gen. pur. agt.; Leland Davis, traf. mgr. **Det. Rep.** — R. P. Austin, Robert Swearingen, Robert Mooney jr., 10438 McNichols rd. W., Detroit 21. **Adv. Agcy.**—Henri, Hurst & McDonald, Inc., Chicago, Ill. Dan Foster, acct. exec.

PERFECT EQUIPMENT CORP., 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy., treas., gen. mgr. and sales mgr.; M. H. Hughes, cf. engr. **Det. Rep.**—W. A. Bottle, 1434[illegible] Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct. exec.

PERFECTION AUTOMOTIVE PRODUCTS CORP., 925-33 W. Elizabeth, Detroit 1, Mich. Speedometer cables and assemblies.

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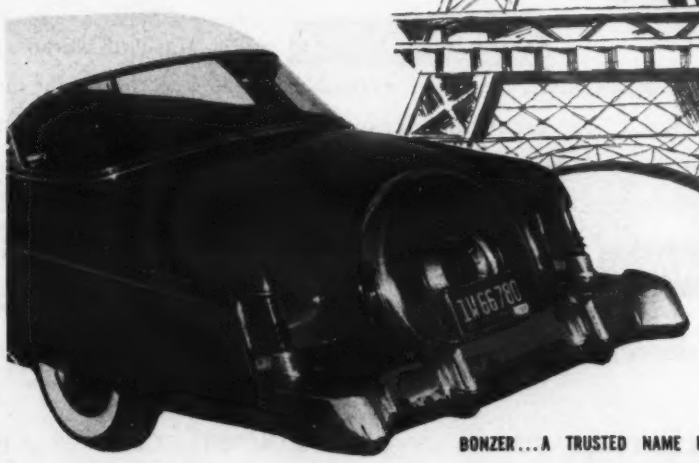

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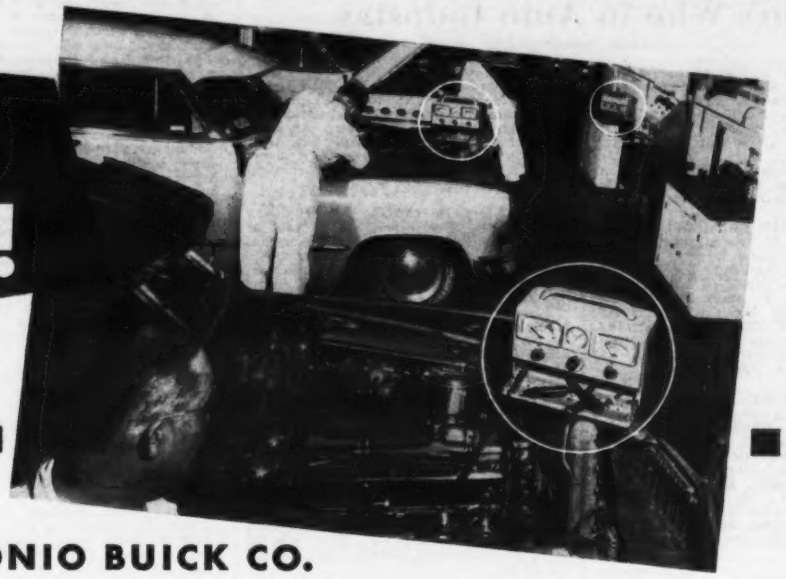

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Who's Who in Auto Industry

(Continued from Page 222)

spotlights, foglights, driving lights, muffler clamps and tail pipe brackets, hood and body accessories, choke and hood controls, truck mirrors, clearance lights, reflectors. S. Jos. Wallach, pres.; M. K. Wallach, treas.; Alfred Botti, wks. mgr.; C. J. Ash, secy.; Jerome M. Ash, sales mgr.; Harry Osterhaudt, pur. agt.; A. Spader, traf. mgr. **Det. Rep.**—Jerome M. Ash, 925 W. Elizabeth.

PERFECTION GEAR CO., 152nd and Vincennes, Harvey, Ill. Gears, shafts, transmissions, differentials, transfer case. D. H. Daskal, pres., gen. mgr.; S. R. Wolff, vice-pres., sales mgr.; G. H. Daskal, secy., cf. engr.; D. Davis, treas.; Geo. Daskal jr., wks. mgr.; R. M. Wolff, asst. sales; S. E. Ellison, pur. agt. **Det. Rep.** — Leo Styles, 2340 Book Tower. **Adv. Agcy.** — Arthur Mogge, Inc., 333 N. Michigan ave., Chicago, Ill.

PERFECTION STEEL BODY CO., South East st., Galion, O. Hydraulic hoists, power takeoffs, platform stake bodies, hydraulic pumps. Ralph Cobey, pres.; Herbert T. Cobey, vice-pres.; H. Earnshaw, wks. mgr.; Martin Kruger, sales mgr.; Wm. Wagner, cf. engr.; Carl A. Glass, pur. agt.; M. C. Weber, traf. mgr.; William Allwine, personnel. **Det. Rep.**—L. H. Cleland, 16955 LaSalle blvd. **Adv. Agcy.** — Morgan Advertising Co., Mansfield, O.

PERFEX CORP., 500 W. Oklahoma ave., Milwaukee 7, Wis. Industrial engine radiators, oil and torque converter coolers. C. E. Lewis, pres.; V. R. Tate, exec. vice-pres. and secy.; I. G. Bohrman, vice-pres. and mgr. of radiator div.; H. J. Schroeder, treas.; H. Russell Wilson, sales mgr. (radiator div.); Robert Engbring, dir. of adv., sales prom., pub. rel. mgr.; Ernest Panthofer, cf. engr. (radiator div.); Walter Quade, pur. agt.; John Stenger, asst. pur. agt. **Adv. Agcy.** —Erv. Abramson Adv. Erv. Abramson, acct. exec.

PERMACEL TAPE CORP., U. S. Highway No. 1, New Brunswick, N. J. **(Sub. of Johnson & Johnson).** Permacel industrial tapes, texcel cellophane tapes, bondex. E. J. Fitzpatrick, pres.; J. H. Scherer, vice-pres., chg. sales; J. Skarbek, cont.; J. L. Callahan, dir. of mdse.; A. A. Hally, dir. sales planning, F. W. Bartle, ind. adv. mgr.; R. S. Clarke, pur. agt.; G. A. Fitzgerald, ind. sales mgr. **Adv. Agcy.** — The Aitken-Kynett Co., 1400 South Penn sq., Philadelphia 2, Pa. Martin E. Goldman, partner.

PERMAFUSE CORP., 12 Commercial ave., Garden City, N. Y. Bonding agents and equipment: Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas., gen. mgr., adv. mgr.; F. R. Tilden, vice-pres., secy.; Frederick R. Tilden, sales mgr.; Frederic G. Fegley, serv. mgr.; S. G. Tilden jr., cf. engr.; K. J. Wyman, pur. agt. **Det. Rep.**—A. Rus. Wendell Co., 8-254 General Motors bldg., Detroit 2, Mich.

PERMATEX CO., INC., 1720 Avenue Y, Brooklyn 35, N. Y. Automotive chemical items. C. A. Benoit jr., pres.; H. J. Enders, vice-pres. in chg. of sales; H. C. Fuchs, secy.; E. G. Heeren, treas.; W. C. Mean, wks. mgr.; B. R. Ratajack, adv. mgr.; B. T. Sheridan, cf. engr.; W. B. Corbett, pur. agt.; James Ryan, traf. mgr. **Det. Rep.**—J. Harry Brimmell, 131 S. Dorchester, Royal Oak, Mich. **Adv. Agcy.** — E. M. Freystadt Assoc., New York, N. Y.

PERMOLD CO., P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahlman, pres., treas., gen. mgr.; L. E. DeGroat, vice-pres., sales and adv. mgr.; H. R. Doswell, secy. and wks. mgr.; S. W. Jackson, cf. engr.; A. Eble, pur. agt.; P. A. Lynch, traf. mgr. **Det. Rep.** — C. L. Lawrence, 929 Washington ave., Mishawaka, Ind. **Adv. Agcy.**—Lee Donnelley Co., Cleveland, O.

PERMUTIT CO., 330 W. 42nd st., New York 36, N. Y. Exhaust gas analyzer, water conditioning equipment and all types of ion exchangers. H. W. Foulds, pres.; D. J. Saunders, J. D. Yoder, G. N. Proctor and H. L. Beohner, vice-presidents; W. J. O'Prey, secy.; R. A. Ogden, treas.; H. H. Wilkinson, adv. mgr.; Eskel Nordell, sales prom. mgr. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. William Bunn, acct. exec.

PERRINE BATTERY CORP., 55 Rumford ave., Waltham 54, Mass. Storage batteries. Lester Perrine, pres.; M. A. Goldsmith, vice-pres., gen. mgr.; H. C. Perrine, secy.-treas., pur. agt.; Martin Scafidi, supt.; M. M. Yanow, sales mgr.; Earl Beadsley, traf. mgr.

PERRY DIVISION of R. M. Hollingshead Corp., Camden 2, N. J. Cooling system filter. J. A. Vettel, sales mgr.; S. J. Willis, engr.; Russ Conley, adv. mgr. **Adv. Agcy.**—Campbell-Mithum, Chicago, Ill.

PESCO PRODUCTS DIV., Borg - Warner Corp., 24700 N. Miles rd., Bedford, O. Hydraulic pumps, valves, power package and motors, DC electric motors. R. J. Minshall, pres.; P. W. Brannon, vice-pres., mfg.; R. O. Evans, secy.; L. W. Benjamin, treas.; R. G. Holt, gen. sales mgr.; B. H. Pauly, aircraft sales mgr.; D. A. Sutherland, ind. sales mgr.; C. H. Hilborn, adv. mgr.; N. O. Melkerson, serv. mgr.; J. A. Lauck, vice-pres. and cf. engr.; J. A. Pittner, pur. agt. **Adv. Agcy.**—The Jayme Organization, Cleveland 18, O. J. E. Jayme jr., acct. exec.

PETERS & RUSSELL, INC., 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; luggage carrier, pneumatic devices, exhaust deflectors, breezies, dash trays, horn rings, steering wheel spinners. L. E. Russell, pres., treas.; H. M. McIntire, asst. to pres., sales mgr., adv.; R. M. Holschue, asst. treas.

PETERSEN MFG. CO., INC., Dewitt, Neb. Wrenches, welding clamps, sheet metal tools, quick-acting C-clamps. William Petersen, pres.; Chris Petersen, vice-pres. and cf. engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr. and pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr. **Adv. Agcy.** — Buchanan-Thomas Advertising Co., Omaha, Neb.

PETERSON WELDING LABORATORIES, INC., 1423 Virginia, Kansas City 6, Mo. Surface grinders, welding flux, P-B screw-in valve seats. D. R. Peterson, pres.; E. Tautfest, plant supt.; Mrs. T. Boeppler, traf. mgr. **Det. Rep.** — Ken Boomer, 4130 Towerline rd., Bridgeport, Mich. **Adv. Agcy.**—Selders-Jones-Covington, Inc., Kansas City, Mo.

PETROLEUM CHEMICALS CO., P. O. Box 856, Danville, Ill. Brake fluids (grade "A" and S.A.E.); anti-freezes, automatic transmission fluids, waterless hand cleaners, motor oils and greases. L. A. and Hall Stewart, gen. mgrs.; B. C. Lund, sales mgr.; J. M. Swift, credit, office mgr. **Det. Rep.**—L. Roy Johnson & Son., 1936 Harry st., Saginaw, Mich. **Adv. Agcy.**—Root & Pace, Danville, Ill. James V. Root, acct. exec.

PETROLEUM SOLVENTS CORP., 331 Madison ave., New York 17, N. Y. Siloo, Loosite, Petisol. S. V. Hirschman, pres.; Joseph Staff, vice-pres.; Raymond N. Grief, adv. mgr., sales prom. mgr.; Murray Schwartz, pur. agt.; John Minerva, traf. mgr. **Adv. Agcy.**—Picard Advertising Agency, New York, N. Y.

PHEOLL MFG. CO., 5700 Roosevelt rd., Chicago 50, Ill. Machine screws, sheet metal screws, cap, set, thumb, metallic drive and wood screws, threaded rods, bolts, nuts, rivets. S. V. Winquist, asst. vice-pres., sales; C. C. Curry, sales mgr.; N. L. Marvin, sales prom. mgr.; F. P. Tisch, cf. prod. engr.; Fred Kuehn, pur. agt. **Det. Rep.** — H. E. Goeppel, 626 Harper ave., Detroit 2, Mich. **Adv. Agcy.** —Cramer-Krasselt Co., Milwaukee, Wis.

PHILCO CORP., C and Tioga sts., Philadelphia 34, Pa. Auto radios. William Balderston, pres.; William H. Chaffee, vice-pres. and gen. mgr.; Charles F. Steinruck jr., secy.; William R. Wilson, treas.; F. D. Whitten, serv. mgr.; W. H. Oelkers, pur. agt.; William Wight, pub. rel. dir. **Det. Rep.**—Martin F. Shea, vice-pres., auto radio, Philco Corp., 19506 Livernois ave., Detroit 21. **Adv. Agcy.**—Hutchins Advertising Co., Inc., Philadelphia, Pa.

PHILLIPS MFG. CO., 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreasers, metal cleaning machinery. John M. Bash, pres.; L. R. Anderson, secy.-treas. **Adv. Agcy.** —Armstrong Adv., Chicago, Ill.

PICK MFG. CO., 133 Oak st., West Bend, Wis. Brake shoes, emergency brake bands, oil filters and cartridges. Carl Pick, pres., treas.; Alan F. Pick, vice-pres.; Robert B. Pick, secy.; W. J. Dooley, sales mgr.

PIERCE GOVERNOR CO., INC., 1630 Ohio ave., Anderson, Ind. Engine governors, controllers, regulators, automatic chokes. C. K. McCullough, pres.; A. C. Schliewen, vice-pres., mfg.; Roy W. Green, asst. sales mgr., governor div.; L. B. Hakes, vice-pres., sales; K. K. Krammes, asst. sales mgr., choke div.; J. A. Sellers, asst. sales mgr., aircraft accessory div.; Glen Mills, sales prom. mgr. **Det. Rep.**—C. F. Mills, 14817 Robson, Detroit 27, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

PILOT MFG. CO., South pl., Battle Creek, Mich. Towing units. M. Hayman, pres., gen. mgr., sales, adv. mgr., pur. agt.; B. Backinger, vice-pres.; G. Heyman, secy.-treas.; C. A. Klein, factory mgr.; G. Heyman, asst. sales mgr.

PIONEER ASPHALT DIV. of Witco Chemical Co., 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, Pioneer undercoating, vibration dampeners, protective coatings. R. I. Wishnick, pres.; William Wishnick, secy., treas.; I. Berger and L. Goldberg, sales mgrs. (automotive div.); W. F. Twombly, adv. mgr. **Adv. Agcy.** — Hazard Adv. Co., New York. Wm. Mordwin, acct. exec.

PIONEER CHEMICAL & MFG. CO., 9812 Meech ave., Cleveland 5, O. Phenolic plastic finish, plastic cloth, plastic metal, plastic cloth and metal kits, floor resurfacing units, roof coating, industrial maintenance materials, cold solder, water softeners. Frank S. Wright, gen. mgr. **Adv. Agcy.**—White Advertising Agency, Cleveland, O. Harm White, acct. exec.

PIONEERS, INC., 2411 Grove st., Oakland 12, Calif. Battery AD-X2. Jess M. Ritchie, pres.; W. M. Hager, vice-pres.; Valera Ritchie, secy.-treas.; W. M. Hager, pur. agt. **Adv. Agcy.**—George C. McNutt, Oakland, Calif.

PITTSBURGH PLATE GLASS CO., 1 Gateway Center bldg., Pittsburgh 22, Pa. Safety glass, safety sheet glass. Multiple bullet-resisting glass. Herculite tempered glass, solex heat absorbing glass, all types of curved and flat glass, fiber glass. Automotive finishes, paints, varnishes, lacquers, motor driven industrial brushes and sundries. Harry B. Higgins, pres.; Richard B. Tucker, exec. vice-pres.; Frank W. Judson, E. D. Peck, W. R. Harper, vice-presidents; Robert W. Wardrop, asst. to vice-pres.; Howard B. Brown, secy.; W. V. Simmons, treas.; M. W. Marshall, sales mgr. (ind. glass); H. E. Post, sales mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sales); A. J. Roche, mgr., Detroit warehouse, 6045 Hamilton ave.; Guy Berghoff, pub. rel. adv. dir.; Michael Batenburg, gen. adv. mgr.; George B. Motheral, adv. mgr. (glass); J. C. Plunkett, adv. mgr. (fiber glass); M. E. Carlisle, pur. agt.; Richard Boyd, traf. mgr. **Adv. Agcy.** — Batten, Barton, Durstine and Osborn, Pittsburgh, Pa. (glass); Maxon, Inc., Detroit (paint); Ketchum, McLeod & Grove, Pittsburgh (fiber glass).

PITTSBURGH STEEL PRODUCTS CO., Grant bldg., Pittsburgh 19, Pa. Materials handling equipment and construction materials. Thomas C. Phillips, vice-pres., chg. sales; Robert L. Glose, gen. mgr. sales; W. O. Stoughton, asst. gen. mgr. sales **Det. Rep.**—Michael J. Sonk jr., 324 Fisher bldg. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh, Pa. George Bond, acct. exec.

PITTSBURGH TUBE CO., 212 Wood st., Pittsburgh 22, Pa. Butt welded mechanical tubing for automotive and related parts. J. W. Freeman, pres.; W. K. Hahn, vice - pres., treas.; Harold K. Brooks, vice - pres., secy.; W. F. McNally, sales mgr.; R. W. B. Hannan, asst. sales mgr.; H. M. Feely, plant mgr., cf. engr.; H. E. Holby, pur. agt. **Det. Rep.** — Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—John F. Byers & Co., 1835 65th ave., Philadelphia 26, Pa.

(Continued on Page 225)

Ashton OFFERS OUTSTANDING WRECKER VALUES

NEW FEATURES • GREATER STRENGTH • SAFETY • SIMPLICITY

SEVEN STANDARD MODELS ON ¾ TO 10 TON CHASSIS

MODEL 19-51 EXB *(Illustrated)*

America's Most Versatile Power Wrecker serves the dual purpose of a power wrecker of advanced design and an efficient mobile crane or boom truck.

For ordinary wrecking work, towing or retrieving cars or trucks that are off the highway, in deep ditches, etc., the extension boom quickly recovers any wreck without complicated rigging.

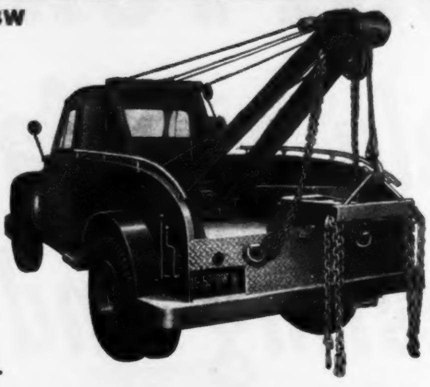
Radically improved functional design retains all the basic features needed for wrecking operations—PLUS the extension boom which multiplies the usefulness and operating range of the unit.

FEATURES OF MODEL 19-51 EXB

Solid, forward mounted "A" frame. Extension boom (patented) 8½′ extends to 15′. New self-aligning head assembly with double cable suspension with sheaves at boom head—and extension end. 2 ton positioning hand winch. Power winch 7½ tons safe load. Remote control levers. Ashton spacer and lift bar. Streamline all-welded all-steel body.

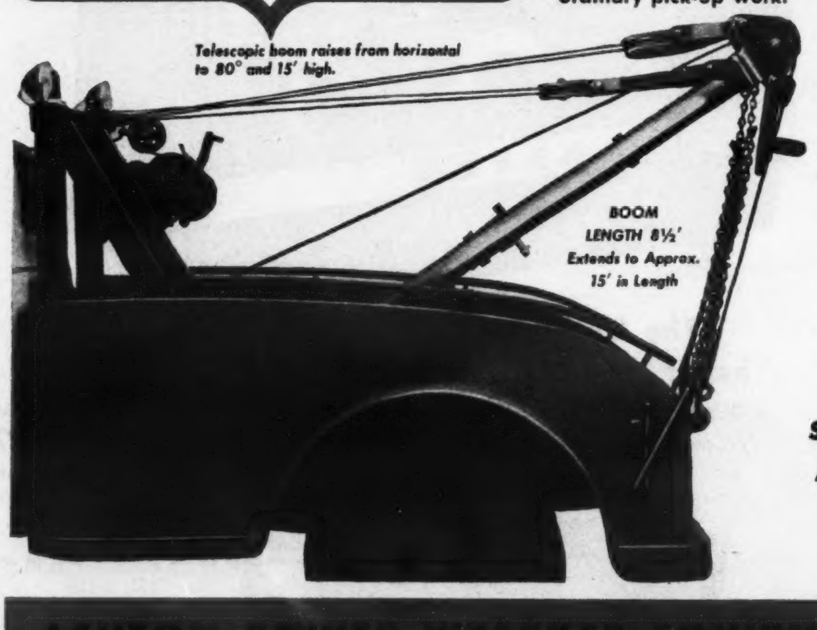
MODEL 19-52 BW

Standard heavy duty wrecker. Winch capacity 7½ tons. Adjustable hand winch, 4 cable suspension. Streamline body with heavy diamond plate floor, sides and back plate, an exclusive Ashton feature. Ashton spacer and lift bar.



MODEL 10-D DEMOUNTABLE POWER WRECKER

The Ashton Model 10D is designed for mounting on any ¾-1 ton pickup having a 4-speed transmission and helper springs. This new unit serves a variety of purposes. It is ideal for emergency calls ranging from tire changes to passenger car tow jobs . . . it does many lifting jobs in the yard or in the shop . . . or with the boom supports and tow plate removed there is plenty of clear space in the box for ordinary pick-up work.



FOR HEAVY DUTY WORK MODEL 34-10 EXB

affords maximum power and efficiency. The extension boom, 10 ton capacity, handles all types of wrecks . . . also serves as a mobile crane which lifts to 15′ high plus special extension unit which gives an additional 5½′. Write for specifications.

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ASHTON POWER WRECKER EQUIPMENT CO., INC.

1701 WEST LAFAYETTE BLVD. • DETROIT 16, MICH.

Who's Who in Auto Industry

(Continued from Page 224)

PLASTIKON DISPLAYS, 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic windows, sign kits for windshields, showroom windows, plastic signs, posters, cloth banners, pennants, scotchlite, dealer name plates. E. S. Strom, pres., gen. mgr.; Roy S. Runk, sales mgr.; E. B. Strom, secy.-treas. **Adv. Agcy.**—Baldwin Bowers & Strachan, Inc., Buffalo 2, N.Y.

PLASTONE CO., INC., 4100 W. Grand ave., Chicago 51, Ill. Auto polishes, Jar-Ex, "Go", 20/20 De-Icer, chrome-aid. Benjamin F. Hirsch, pres.; Eugene I. Hirsch, vice-pres.; J. Kenneth Baird, secy., treas. and gen. mgr. **Adv. Agcy.**—W. B. Doner, Chicago, Ill. M. F. Kostman, acct. exec.

PLYMOUTH DIV., Chrysler Corp., 6334 Lynch rd., Detroit 31, Mich. Passenger cars, major airplane tail and wing assemblies, and other military equipment. J. P. Mansfield, pres.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; C. J. Demrick, vice-pres. and gen. mfg. mgr.; F. L. DeCavitte, operating mgr.; M. N. Schaff, exec. asst. to the pres.; W. J. Bird, gen. sales mgr.; B. K. Steele, H. B. Heberling, asst. gen. sales mgrs.; K. G. Pound, sales admn. exec.; Fred Bischoff, dir. of distr.; W. B. Rice, dir. of serv.; A. B. Dowd, mdse. mgr.; Robert Anderson, cf. engr.; W. H. Allen, plant engr.; George H. Rumford jr., Evansville plant mgr.; D. A. Ringis, plant mgr., Chrysler Motors Calif., Los Angeles plant. **Adv. Agcy.**—N. W. Ayer & Sons., Philadelphia and Detroit. J. Widman Bertch (Detroit), acct. exec.

POL-FLO PAINT SPRAYER CORP., 2622 Stockton blvd., Sacramento, Calif. Quart size paint cup, aluminum construction, electrically equipped for heating paint prior to application. John Polli, pres.; Ettore Guastalli, vice-pres.; James R. Sletten, secy.-treas., gen. mgr.; James C. Van Winkle, sales mgr.; Walter W. Wohlforth, dir. sales; Hunter Yowell, pur. agt. **Adv. Agcy.**—Clifford O. Boggess Advertising, Sacramento, Calif.

POLK & CO., R. L., 431 Howard st., Detroit 31, Mich. Direct mail, city directories, motor statistical and consumers research. R. L. Polk jr., pres. and gen. mgr.; William H. Beatty, vice-pres., direct mail div.; W. J. Gardner, vice-pres., directory div.; H. H. Blohm, vice-pres., motor statistical div.; C. R. Maxey, prod. mgr.; H. R. Schramm, pur. agt.; Robert G. Silbar, pub. rel.

POLLAK, JOSEPH, CORP., 75-99 Freeport st., Boston 22, Mass. Automotive switches, aircraft electrical controls. William L. Pollak, pres. and gen. mgr.; Joseph Pollak, chmn. bd. of dirs. and treas.; Henry L. Brandt, George M. Hemmer, vice-presidents; Mrs. Edith Shaw, secy.; Henry L. Brandt, mfrs. sales mgr. and pur. agt.; Martin B. Brandt, asst. mfrs. sales mgr.; George M. Hemmer, jobbers' sales mgr. and adv. mgr.; Oscar Hasselbaum, cf. engr.; Joseph F. Connolly, asst. pur. agt.; William Brown, traf. mgr.; David I. Shaw, pub. rel. mgr. **Det. Rep.** — H. Glenn Johnston & Assoc., 18933 James Couzens hwy. **Adv. Agcy.** — Richard Thorndike Ad. Agency, Providence, R. I. Philip Thomas, acct. exec.

PONTIAC MOTOR DIV., 196 Oakland, Pontiac 11, Mich. Automobiles. Robert M. Critchfield, gen. mgr.; Hilda M. Brand, secy.; Robt. M. Emerick, pub. rel.; H. A. Deeter, div. compt.; Buel E. Starr, gen. mfg. mgr.; E. R. Pettengill, adm. asst.; A. F. Johnson, mfg. mgr.; Charles O. Johnson, asst. to gen. mfg. mgr.; R. J. Longpre, prod. mgr.; Howard E. Crawford, sales mgr.; E. J. Chapman, J. C. Jamieson, asst. sales mgrs.; Ralph W. Leighton, asst. to gen. sales mgr.; B. B. Kimball, adv. mgr.; L. W. Walker, sales prom. mgr.; Chas. L. Copeland, asst. sales prom. mgr.; Hugh J. Hales, serv. mgr.; A. L. Drury, parts sales mgr.; J. H. Otis, acct. mdse. mgr.; Geo. A. Delaney, cf. engr.; M. F. Rummel, pur. agt.; H. J. Peek (prod.), H. C. Jackson, (non-prod.), asst. pur. agts.; R. V. Wiley, bus. mgt. mgr.; J. Basil Meidlein, traf. mgr.; G. M. Watson, per. dir. **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich. W. A. P. John, acct. exec.

PONTIAC PECKAT CORP., 9434 Highland rd., Pontiac, Mich. Automobile windshield visors. Wm. A. Mueller, pres.; A. A. Stanker, vice-pres.; R. Anderson, secy.-treas.; John H. Sampson, Inc. **Adv. Agcy.**—221 N. LaSalle st., Chicago 1, Ill.

PORTABLE ELECTRIC TOOLS, INC., 320 West 83rd st., Chicago 20, Ill. Drills, grinders, saws, paint sprayers. A. W. Miller jr., pres.; John L. Baker, vice-pres. and treas.; W. C. Maclean, secy.; Rue Williams, wks. mgr.; George W. Weatherby, sales mgr.; Robert Davis, cf. engr.; Bernard Giermack, pur. agt.; William Hay, parts and acc. mgr. and traf. mgr. **Adv. Agcy.** — Erwin Wasey, Chicago 20, Ill. Fred Wachter, acct. exec.

PORTE MFG. CO., INC., factory and office, 3179 Atlantic ave., Brooklyn 8, N. Y. Brake fluid, knee-action and shock absorber fluid, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits, automatic transmission fluids, hydraulic window fluid, rubber lubricant, gasket cement, black tire paint, windshield cleaner solvent. Raphael Porte, pres.; Joseph DeStephano, traf. mgr.

PORTER-CABLE MACHINE CO., 1714 N. Salina st., Syracuse 8, N. Y. Portable electric saws, shapers, sanders, drills, planes, bench grinders. D. J. Ridings, pres. and gen. mgr.; L. B. Benham, vice-pres.; W. A. Papworth, secy.; R. C. Tyo, treas.; John M. Hayes, wks. mgr.; J. A. Proven, sales mgr.; E. V. Allen, asst. sales; C. Frederick Wheeler, adv. and sales prom. mgr.; R. Ingraham, serv. mgr.; R. Ackley, A. N. Emmons, cf. engrs.; R. L. King, pur. agt. **Det. Rep.**—Raymond Hill, 17217 Wyoming, Detroit 21, Mich. **Adv. Agcy.**—Barlow Advertising Agcy., Syracuse, N. Y. Hugh Goodhart, acct. exec.

PORTER, INC., H. K., 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. James G. Geddes, pres.; T. P. Kaylor, plant supt.; Henry K. Porter, vice-pres. and sales mgr., auto div.; F. T. Lind, vice-pres. and wks. mgr. **Adv. Agcy.**—Callaway Assoc., Boston, Mass. Morris Susman, acct. exec.

PORTER PAL CO., 1608 E. 4th st., Royal Oak, Mich. Variable car idler and throttle depressor. Hubert Heagerty, pres.; S. Heagerty, vice-pres.; Melvin Orr, sales mgr.

POWELL MUFFLER CO., INC., P. O. Box 117, Utica 2, N. Y. Mufflers, tailpipes, exhaust pipes. N. H. Sherman, pres.; Jos. P. Marx, vice-pres., wks. mgr.; David C. Silbert, secy.; J. M. Checkers, treas.; Ray Calhoun, gen. mgr.; N. A. Cary, sales mgr. **Det. Rep.**—Art Watson, 477 Seldon ave.

POWELL PRESSED STEEL CO., Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres. and gen. mgr.; H. L. Powell, vice-pres. and pur. agt.; W. S. Davis, secy.-treas.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; H. D. Kennedy, cf. engr.; A. E. Doyle, traf. mgr.

POWER-PAK PRODUCTS, INC., 43 Pearl st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks). A. L. Mikulec, pres., gen. mgr.; Stanley Mikulec, vice-pres., secy.-treas.; Paul Bernhardt, sales mgr.

PRATT INDUSTRIES, INC., 1601 W. 16th st., Chicago, Ill. Automotive mufflers and exhaust system parts. J. F. Flanagan, dir. of sales.

PREMIER AUTOWARE CO., 4415 Euclid ave., Cleveland 3, O. Manufacturer and distributor of automotive replacement parts. Jack N. Mandel, chmn., bd. of dir.; Joseph C. Mandel, pres. and gen. sales mgr.; Paul F. Minarik, vice-pres.; Morton L. Mandel, secy.-treas.; Harold Russell, James Frye, Frank Floyd, Bernard Mahan, Leo Chaplin, Maurice Malcik, regional sales mgrs.; William F. Worthington, asst. sales mgr.; Ernest P. Spaeth, dir. of research; C. Ronald Graham, asst. sales prom. mgr.; Harry Green, customer serv. mgr.; Don P. Newton, accounting mgr.; Raymond J. McGorray, sales office mgr.; Martin Barrett, plant supt.; Julian Kolby, office services mgr.; Oswald Schindler, export mgr.; Carl Tomino, market research analyst. **Adv. Agcy.**—Wyse Advertising, Cleveland, O. Marc Wyse, acct. exec.

PRES-A-LITE CORP., 432 Fourth ave., New York 16, N. Y. Pres-A-Lite automatic cigaret lighter and dispenser. S. A. Halpern, pres., sales mgr., adv. mgr. **Adv. Agcy.** — William H. Weintraub & Co., New York 22, N. Y.

PRESSED METALS OF AMERICA, INC., P. O. Box 449, Port Huron, Mich. Independent wheel suspension parts for automobiles. J. W. Leighton, pres.; J. D. Leighton, vice-pres.; W. P. Carson, secy.-treas.; Wm. Wade, vice-pres.; Nelson Rice, wks. mgr.

PRESSTITE ENGINEERING CO., 3738 Chouteau ave., St. Louis 10, Mo. Auto body sealers, spotweld sealers, windshield and back light sealers, elastic compound tape and beads, plastic sealers, rubber adhesives. C. H. Smith, pres.; P. S. Sussenbach, exec. vice-pres.; J. E. Harrison, secy. and treas. S. W. O'Neal, vice-pres., chg. of prod.; J. E. Moore, vice-pres. chg. of sales; W. C. Snyder, adv. and sales prom. mgr.; A. H. Boundy, cf. engr.; G. W. Weston, pur. agt. **Det. Rep.**—H. S. LaBarge, 708 Stephenson bldg. **Adv. Agcy.**—Batz, Hodgson, Neuwoehner, St. Louis, Mo.

PREST-O-LITE BATTERY CO., INC., P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. D. H. Kelly, chmn. of bd. of dir.; J. A. Minch, pres.; J. B. Fenner, vice-pres.; I. O. Goodnight, treas.; F. J. Kennedy, secy.; A. A. Feldman, sales mgr.; L. H. Middleton, cf. engr.; J. H. Lambrix, pur. agt. **Adv. Agcy.** — Ruthrauff & Ryan, Inc., Detroit, Mich. Gordon Miller, acct. exec.

PRICE BATTERY CORP., Hamburg, Pa. Atlanta, Ga. Batteries. W. F. Price, pres.; S. Dershwin, vice-pres. and treas.; T. A. Larkin, vice-pres., secy.; W. F. Price jr., vice-pres.; A. R. Owen, plant mgr., gen. mgr.; H. J. Noznesky, vice-pres. in chge. of sales; D. S. Shipley, trade sales mgr.; W. A. Pavlo, cf. engr.; R. E. Hoeltzel, pur. agt.; Ralph Mengel, traf. mgr.; Roy L. Sharman, pub. rel. mgr. **Adv. Agcy.**—Lamb and Keen Co., Philadelphia, Pa.

PRIOR PRODUCTS, INC, 4828 Racell st., Dallas, Tex.; 2510 Atco ave., Middletown, O. Prior safety tanks, Loadster helper springs, Ranger farm and industrial wagons. Henry A. Yeats, pres.; M. C. Brown, sales mgr.; Sam I. Vaughan, secy.; John W. Moore, treas.; Glenn L. Scherer, plant mgr. (Dallas); Art Doyle, plant mgr. (Middletown). **Adv. Agcy.**—E. G. Shumard Advertising, Dallas, Tex.

PRODUCTION DIE & STAMPING CO., INC., 1834 Garfield, Detroit 7, Mich. Stainless capped carriage bolts (dealer parts for bumpers), small stampings, stainless steel fastenings, tools and dies. M. F. Batten, pres.; M. L. Vrooman, gen. mgr.

PROTO TOOLS, 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres., H. C. Baumgartner, vice-pres., secy.-treas.; C. W. Coslow, vice-pres.; A. L. Hawley, wks. mgr.; H. W. Oetjen, sales mgr.; M. S. Bandoli, vice-pres., marketing and research; Clifford A. Faust, adv. mgr.; Richard Carey, asst.; Louis Greenfield, asst. sales mgr.; J. R. Dysert, pur. agt.; Henry Manker, traffic mgr. **Det. Rep.**—H. E. Kretchmer, 18954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. E. T. Johnson, acct. exec.

PRUDEN TOOL CO., INC., 310 W. 68th st., New York 23. Hood and fender aligners, rivets and tools, fender and seat mats, metal cutter, hammer kits. Leonard M. Taylor, pres., gen. mgr.; Herbert R. Abeles, vice-pres.; Richard R. Lewit, secy.-treas.; Arthur A. Mann, asst. sales; James Fryer, serv. mgr. **Det. Rep.**—Erry Lowenthal, 1046 Penobscot bldg. **Adv. Agcy.**—Jerico Graphic Arts, New York City. Jerome Davis, acct. exec.

PUBLICKER INDUSTRIES INC., 1429 Walnut st., Philadelphia, Pa. Industrial alcohol chemicals, solvents, thermo antifreeze. S. S. Neuman, pres.; W. J. Lehman, vice-pres.; C. P. Blinn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyun jr., gen. sales mgr.; Edward Brumberger, plant mgr.; George Berman, pur. agt.; B. A. Bergman, dir. pub. rel. **Adv.**

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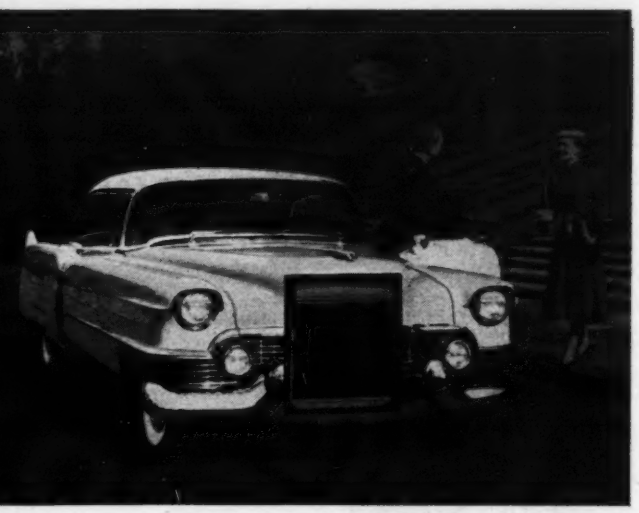

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RADIATOR DIVISION, GENERAL MOTORS CORP. LOCKPORT, N. Y.

Who's Who in Auto Industry

(Continued from Page 225)

Agcy.—Al Paul Lefton Co., Philadelphia, Pa.

PURE OIL CO., THE, 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid chassis grease, wheel bearing and universal joint grease, water pump grease, gear lubricant. L. S. Wescoat, pres.; R. L. Milligan, exec. vice-pres.; L. W. Sweet, vice-pres. retail mktg.; R. F. Sturgis jr., treas.; A. C. Hutcheson, secy.; J. H. Wieland, gen. mdse. mgr.; Hale Talbot, adv. mgr.; G. L. Parsons, pur. agt.; Douglas Campbell, pub. rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

PURITAN CO., INC., 961 Lyell ave., Rochester 6, N. Y. Brake fluid, flushing fluid, shock, jack and knee-action oil, seals. A. Beach, pres., treas.; J. F. Bush jr., vice-pres., gen. mgr.; Chas. S. Wilcox, secy.; W. B. Daly, wks. mgr., pur. agt.; J. E. Moore, automotive sales mgr.; W. L. Kleiber, cf. engr.; S. Allianell, traffic mgr. **Adv. Agcy.**—Chas. Rumrill Assoc., Rochester, N. Y.

PUROLATOR PRODUCTS, INC., 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. Ralph R. Layte, pres.; James D. Abeles, exec. vice-pres., gen. mgr.; Carlos D. Kelly, vice-pres., chge. sales; James B. Lightburn, asst. to vice-pres., chge. of sales; Melville D. Johnson, vice-pres., chge. mfg.; Jules P. Kovacs, vice-pres., chge. engrg.; H. J. Markert, vice-pres. and compt.; W. M. Kane, asst. secy.; Herbert W. Thogode, treas.; Howard J. Hopkins, sales mgr. (jobber); Martin J. Stoltz, sales mgr. (equipment); William K. Abeles, sales mgr. (national accts.); Donald C. Huber, adv. and sales prom. mgr.; Arthur G. Pogmore, serv. mgr.; J. Gaffney, pur. agt.; Joseph Marino, traffic mgr. **Det Rep.**—Neil C. Vosler, 10424 W. McNichols rd., Detroit, Mich. **Chicago Rep.**—Andrew Raffay jr., Palmolive bldg., 919 N. Michigan ave., Chicago, Ill. **Los Angeles Rep.** — Carl B. Schnippel and J. Leslie Hall, Studio 3, 3723 Wilshire blvd., Los Angeles, Calif. **Adv. Agcy.** — J. Walter Thompson Co., 420 Lexington ave. William N. McKamy, acct. exec.

PYRENE MFG. CO., 560 Belmont ave., Newark 8, N. J. Fire extinguishers, fire extinguishers recharges. Solomon R. Baker, pres.; Luis E. Eckelmann, vice-president; B. S. MacCabe, secy.-asst. treas.; E. G. Daily, production supt.); Nelson Bauer, asst. gen. sales mgr.; Truman Young, adv., sales prom. mgr.; James Faulkner, cf. engr. (foam engrg. dept.); Edward Kielezewski, mfg. engr.; E. W. Lindemann, pur. agt.; Robert Drummond, traffic mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia 7, Pa.

PYROIL CO., INC., 122 Main st., La Crosse, Wis. Pyroil A top lubricant, additive for gas, pyroil B, additive for oil. M. O. Welby, pres.; treas.; gen. mgr.; C. H. Welby, exec. vice-pres.; secy.; T. B. Gantenbein, vice-pres. **Det. Rep.**—A. R. Wendell Co., 8-255 General Motors bldg. **Adv. Agcy.** — Baker, Johnson & Dickinson, Milwaukee, Wis.

Q

QUAKER STATE OIL REFINING CORP., Quaker State bldg., Oil City Pa. Motor oil, lubricants, marine engine oils. S. Messer, chmn. of bd.; W. R. Reitz, pres.; G. B. Hunter, vice-pres.; C. G. Johnson, treas.; F. O. Koontz, vice-pres., gen. sales mgr.; J. E. Lyon, asst. gen. sales mgr.; H. S. Morris, adv. mgr.; A. S. Blank, sales pro. mgr.; L. R. Forker, pur. agt.; E. E. Brumberg, traffic mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York City, N. Y. Donald Maggini, acct. exec.

QUALITY AWNING CO., 7905 Schaefer rd., Dearborn, Mich. Canvas products, awnings. Sam Fenton, pres.; William Sak, secy.; Chas. Moran, gen. mgr.; Jack Warner, sales mgr.

QUICK CHARGE, INC., 1750 N. E. 10th st., Oklahoma City 4, Okla. Battery chargers, steam cleaners, steam cleaning compound and acces. hot water heaters. A. C. Fletcher, pres.; C. F. Fletcher, vice-pres.

R

R V JACK CORP., P. O. Box 205, Arcade, N. Y. Wheeled hydraulic garage jacks, hydraulic post jacks, auto trestles. F. A. Graham, pres. and treas.; R. H. Wixson, vice-pres.; F. A. Graham jr., secy. and pur. agt.

RADEL LEATHER MFG. CO., 445 Wilson ave., Newark 5, N. J. Genuine upholstery leather, binding leather, mechanical leather and landau top leather. Frank J. Radel, pres.; Robert J. MacKenzie, sales mgr. **Det Rep.**—Gehringer & Forsyth, 16151 James Couzens hywy, Detroit 21. **Adv. Agcy.** — The Upholstery Leather Group, 141 East 44th st., New York 17, N. Y.

RADIATOR SPECIALTY CO., 1700 Dowd rd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special byproducts. Solder seal line of chemical and rubber specialty products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres., in chg. of sales; G. Einhart, adv. mgr.; Irving Richek, pur. agt.; Daw Green, J. Carr, P. Moeszinger, D. Hoffman, div. sales mgrs. **Adv. Agcy.** — Bennett-Evans Co.

RAK MAKERS, THE, 10 Hamilton st., New London, Conn. Display racks for automotive sales literature. Henry B. Goodman, gen. mgr.

RAMSEY CORP., 3693 Forest Park blvd., St. Louis 8, Mo. Piston rings, piston expanders, oil and grease seals, spirolox rings, industrial rings. J. H. Coolidge, pres.; J. E. Adams, vice-pres., gen. mgr.; O. C. Holaday, vice-pres., mgr. of serv. div.; E. E. Roberts, sales mgr. of serv. div.; H. E. Liss, export mgr.; S. G. Pike, adv. mgr.; M. W. Marien, vice-pres. in chg. of engrg. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

RANCO, INC., 601 W. Fifth ave., Columbus 1, O. Automobile heater, control valves. E. C. Raney, chmn.; A. M. Hoover, pres.; W. R. Opp, vice-pres.; R. B. Eddy, treas.; E. D. Raney, secy.; G. E. Graff, sls. mgr.; W. H. Stanley, asst. sls. mgr.; Fred Greenwalt, cf. engr.; H. Y. Levin, pur. agt.; L. Levengood, pub. rel. mgr. **Det. Rep.**—J. S. Beechler, 3-146 General Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Koehler, acct. exec.

RANDALL CO., 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres., gen. mgr.; A. O. Engelhardt, vice-pres.; Wm. B. Behrens, secy-treas.; R. E. Sharpe, wks. mgr.; J. L. Troy, pur. agt. **Det. Sales Mgrs.**—F. D. Leonard, F. L. Seeley, Hugh A. Shillady, 814 New Center bldg., Detroit 2, Mich.

RANDOLPH CORP., EARL, 78 Prospect st., New Bedford, Mass. Grilles, truck gates, truck steps, grab handles. Samuel R. Mickelson, pres.; David S. Mickelson, asst. treas.; pur. agt.; Arnold Goldstein, wks. mgr.; Emile Golda, chief engr.; William Green, traffic mgr. **Adv. Agcy.**—Hugh Devine, Boston, Mass.

RANKIN MFG. CO., First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. R. V. Rankin, pres.; G. A. Phillips, vice-pres. and gen. mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

RAPID TOOL & MFG. CO., 340 Fairbanks N. E., Grand Rapids, Mich. Safe-T-belts for cars, trucks and buses, replacement parts, Ford, Plymouth, Dodge, Lincoln, Mercury, Buick and Oldsmobile door handle guards. Arthur C. Doering, pres.; Mary Rouss, secy. and treas. **Adv. Agcy.**—Lou Mahacek Art Agcy., Grand Rapids, Mich.

RAYBESTOS DIV., of Raybestos-Manhattan, Inc., 75 E. Main st., Straford, Conn. Brake lining, clutch facings, fan belts, radiator hose, car mats, packings. J. F. D. Rohrbach, pres.; W. S. Simpson, gen. mgr.; J. L. McGovern jr., sales mgr.; J. W. Brush jr., asst. sales mgr.; D. E. Cunningham, adv. mgr.; A. K. Litchfield, cf. engr.; J. E. Reagan, pur. agt.; J. H. Marsh, traffic mgr. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

RAYBESTOS-MANHATTAN, INC., 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earth-moving and industrial equipment; hydraulic brake parts, belting, hose, molded goods and specialized industrial rubber goods; rubber covered equipment; abrasive grinding and diamond wheels; asbestos, rubber, metallic, flax and plastic packings, asbestos textiles, engineered plastic and sintered metal products. J. F. D. Rohrbach, pres.; H. E. Smith, vice-pres., rubber products sales; G. W. Marshall jr., vice-pres., asbestos products sales; J. H. Merrell, vice-pres., Western sales div.; W. S. Simpson, secy.; J. E. Cole, sales mgr., equipment sales; F. A. Miller, dir. mktg. and mdse. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. S. G. Landers, acct. exec.

RAYCO MFG. CO., 220 Straight st., Paterson 1, N. J. Automobile seat covers, convertible tops, miscellaneous automobile accessories. Joseph Weiss, pres.; Julius M. Stern, vice-pres.; Harry Wachsman, secy. and treas.; Gilbert Glass, wks. mgr.; Julius Rudominer, mdse. mgr.; Irvine Levine, asst. to the pres.; S. Schatzberg, pur. agt.; S. I. Bader, vice-pres. franchise div.; Norman Feeney, Peter Schwartz, vice-presidents, real estate div.; Eli Goldberg, dir. of research. **Adv. Agcy.**—Emil Mogul Co. Inc., New York, N. Y.

RAYFLEX FABRICS, INC., 20 W. 37th st., New York 18. Elastic seat cover fabrics. W. E. Ross, pres.; L. A. Schneider, vice-pres., sales mgr. **Adv. Agcy.**—Ferro-Davis, New York, N. Y. Dave Ferro, acct. exec.

RAYMOND MFG. CO., DIV., Associated Spring Corp., 226 S. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch and brake springs, miscellaneous replacement springs, small screw machine products. Carlyle F. Barnes, pres.; Harry C. Barnes, vice-pres.; S. Russell Mink, secy.; Alden C. Purrington, treas.; E. W. Feldt, gen. mgr.; H. H. Heerlein, wks. mgr.; L. Stowe, sales mgr., mdse. div.; R. L. Reed, asst. sales mgr. mdse. div.; E. G. Crapser jr., adv. mgr., mdse. div.; L. Stowe, serv. mgr., mdse. div.; L. Chase, chief engr.; C. H. Holden, pur. agt.; L. Danner, asst. pur. agt. **Adv. Agcy.**—The Davis Press, Inc., Worcester 8, Mass.

READING BATTERIES, INC., P. O. Box 916, Reading, Pa. Storage batteries. J. Turner Moore jr., pres. and gen. mgr.; Harrison A. Peck, vice-pres., sales; George B. Gaul, vice-pres., admin.; Carl G. Reetz, dir. of engrg., prod.; Harry Hutz, research and development; C. A. Degucz, aircraft sales engr.; Francis J. Spatz, adv. and prom. mgr.; LeRoy F. Groff, dir. procurement; E. Jeffrey Shea, automotive battery sales mgr. **Adv. Agcy.**—The William B. Kamp Co., Lancaster, Pa. William B. Kamp, acct. exec.

RECLAIMO MFG. CO., 5083 N. Elston ave., Chicago 30, Ill. Oil filters, oil refiners 25 to 100 gal., oil filter cartridges. Harry J. Wallace, pres.; Walter P. Myers, secy. **Det. Rep.**—Lamar M. Russom, 21609 Middle Belt rd., Farmington, Mich. **Adv. Agcy.**—Olney & Berrall, Milwaukee, Wis.

RECTOR INTERNATIONAL CORP., 16 E. 43rd st., New York 17, N. Y. Genuine automobile parts and acces, replacement parts and acces., tires, batteries, brake fluid. Hugo H. Stern, pres.; Harold P. Stern, vice-pres.

REDMOND COMPANY, INC., Owosso, Mich. Shaded pole induction motors, electric windshield wipers, dynamotors, inverters, blowers. James W. Tweedy, exec. vice-pres. and gen. mgr.; Harvey B. Wilgus, gen. sales mgr.; Jack Dvorak, treas.; Glenn Baumhardt, dir. of pur.; Ed Latta, senior engr. Safe-R-Wipe engrg.; John Howes, chief engr. induction motor engrg.; Pete Pichiotino, traf. mgr. **Adv. Agcy.**—Marvin Hahn Adv., Detroit 2, Mich.

(Continued on Page 227)

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Who's Who in Auto Industry

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REED AND CO., INC., 1244-8 N. 6th st., Milwaukee 12, Wis. Rebuilding of shock absorbers and brake cylinders. S. B. Reed, pres., gen. mgr.; M. E. Horton, vice-pres.; M. P. Reed, secy.

REED-PRENTICE CORP., 677 Cambridge st., Worcester 4, Mass. Plastic injection molding machines, die casting machines, engine lathes, toolroom lathes, vertical production lathes, vertical milling machines. F. W. McIntyre sr., pres.; F. W. McIntyre jr., vice-pres.; J. H. Wolcott, sales mgr.; E. G. Connally, secy.; D. H. Dalbeck, treas.; John Bush, wks. mgr.; G. W. McIntyre jr., adv. mgr.; J. L. Weich, chief engr.; R. P. Harrington, pur. agt.; H. T. Thayer, asst.; R. Talbot, traf. mgr. **Det. Branch Off.**—Reed-Prentice Corp., 2842 W. Grand blvd., Detroit 2. Mich. **Adv. Agcy.**—Cooney & Connor, Worcester, Mass. David Connor, acct. exec.

REEVES BROTHERS, INC., 54 Worth st., New York 13, N. Y. Auto seat cover fabrics, synthetic fabrics for auto. upholstery. John M. Reeves, pres.; Peter Conze, sales mgr. of Reevar; Edwin Tilley, sales mgr. Reeves synthetic fabrics; Charles F. Schroeder, adv. mgr. **Det. Rep.** — Dunn Textile Co., Maccabees bldg., Detroit, Mich.

REGAL MOTOR PRODUCTS, INC., 6235 Grand River, Detroit 8, Mich. Mouldings for fenders, doors, grilles, body sills, hydraulic parts, headlight assemblies and rims. M. L. Fruman, pres.; J. H. Pearlman, vice-pres.; J. S. Fruman, treas.; Jos. A. DeBoskey, sales dir.

REILLY TAR & CHEMICAL CORP., 1615 Merchants Bank bldg., 11 S. Meridian st., Indianapolis 4, Ind. Annealing carbons, lead pot carbon. C. B. Edwards, pres.; R. J. Wechsler, secy.; J. H. Barnett jr., gen. sales mgr.; R. J. Bryan, wks. mgr.; H. R. Horner, chief engr.; S. C. Boyle, pur. agt.; G. E. Nearpass, traffic mgr.

REMINGTON RAND INC., 315 Fourth ave., New York 10, N. Y. Electronic data processing equipment, punched-card tabulating machines, calculating machines, adding machines, electric typewriters, contact photographic printers, loose-leaf accounting systems, photo-copy cameras, saft-cabinets, and safe-files, accounting machines, microfilm machines, library and office furniture, standard typewriters, Dexigraph cameras, catalog and ring binders, filing systems and service, duplicating supplies, stencils, Kardex visible systems, noiseless typewriters, typewriter ribbons and carbons, Line-a-Time copyholders, portable typewriters, electric shavers, photograph projection papers. J. H. Rand, pres.; J. A. W. Simson, secy.; G. W. Banks, treas.; S. H. Ensinger, adv. mgr.; F. J. Atwood, pur. agt. **Adv. Agcy.**—Leeford Adv. Agency, New York 16, N. Y. Ken Lee, acct. exec.

RENAULT SELLING BRANCH, INC., 270 Park ave., New York 17, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Pierre Meilhan, pres.; Robert L. Lamaison, vice-pres., regional dir.; James E. Hughes, secy.; Henry E. Greene, treas.; James C. Touchton, sales mgr.; Kenneth C. Howard, U. S. A. mgr.; Roger Lebouedec, parts and serv. mgr.; Henry L. Brownback, cf. engr. **Adv. Agcy.**—Mann-Ellis, Inc., 201 East 57th st., New York 22, N. Y. Kurt Mann, acct. exec.

RENIE METAL PRODUCTS CORP., 396 Buffalo st., P. O. Box 344, Mansfield, O. Steel storage cabinets, parts bins, lockers, counters. P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, wks. mgr.

REO MOTORS, INC., 1331 S. Washington, Lansing 20, Mich. Medium and heavy-duty trucks, safety school buses. H. E. Hund, chmn. of bd.; J. S. Sherer jr., pres., gen. mgr.; J. J. Dervin, vice-pres., asst. gen. mgr.; R. F. McKim, secy.; Glen Whisler, treas.; E. W. Schraft, comptr.; A. L. Struble, vice-pres., chge. sales; A. W. Zimmer, vice-pres., chge. prod.; Doyle W. Lott, adv., pub. rel. mgr.; P. H. Hamelink, parts, serv. mgr.; William Walworth, vice-pres., chge. engrg.; Charles Larkin, pur. agt. **Det. Factory Branch**—Reo Motors, Inc., 3607-29 Michigan ave., Detroit, Mich. **Adv. Agcy.** — William Hart Adler, Inc., Chicago, Ill. Kenneth Ring, acct. exec.

REPUBLIC GEAR CO., 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts, transmission gears, flywheel starter gears, cylinder heads, timing gears, axle shafts, timing chains, universal joints. T. R. Navin, pres., gen. mgr.; S. S. Richhart, secy.-treas.; Harold Sanford, wks. mgr.; Howard Sanford, m. s.; Robert E. Navin, cf. engr.; H. S. Ries, vice-pres., dir. sales; S. S. Gordon, export mgr.; R. E. Winans, pur. agt.; W. E. Zimmie, traf. mgr. **Det. Rep.**—L. K. Seward, 2197 Beaufait ave., Detroit 7, Mich. **Adv. Agcy.**—Chas. M. Gray & Assoc., Detroit, Mich.

REPUBLIC RUBBER DIV., Lee Rubber & Tire Corp., Albert st., Youngstown 1, O. Belting, hose, packing, molded goods, extruded products. A. A. Garthwaite, pres.; E. M. Ikirt, gen. mgr.; R. W. Deemer, wks. mgr.; G. L. Smith, gen. sales mgr.; H. H. Sprinkle, asst. sales; J. M. Hughes, adv. mgr., sales development mgr.; C. E. McCormick, cf. engr.; P. S. Kirchner, pur. agt.; C. Mohler, traf. mgr. **Det. Rep.**— E. J. Scwartz, 801 New Center bldg. **Adv. Agcy.** — Meek & Thomas, Inc., Youngstown, O.

REPUBLIC STEEL CORP., Republic bldg., Cleveland 1, O. Carbon, alloy and stainless steels, titanium metal and alloys, semi-finished, bars, sheets, strip, plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, fabricated steel products, steel drainage products, steel containers, pressed steel products. T. M. Girdler, chmn.; C. M. White, pres.; T. F. Patton, asst.-pres. and first vice-pres.; W. M. Kelley, vice-pres., oper.; Norman W. Foy, vice-pres.; sales; E. M. Richards, vice-pres., planning and devel.; W. W. Hancock, vice-pres., finance and secy.; G. M. Feiel, compt.; H. C. Lumb, gen. counsel; W. B. Boyer, treas.; L. S. Hamaker, gen. mgr. of sales; S. A. Crabtree, asst. gen. mgr. of sales; R. W. Helms, asst. gen. mgr. of sales; C. W. Ruth, dir. of adv.; H. H. Oldham, asst. dir. of adv.; F. J. Laskey, mgr. of pur. and raw materials; W. T. Adams, gen. pur. agt.; H. D. Rhodehouse, traf. mgr.; E. S. Bowerfind, dir. of pub. rel. **Det. Rep.**—G. F. Hess. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

REPUBLIC STEEL CORP., Pressed Steel Div., 6100 Truscon ave., Cleveland 27, O. Automotive frame parts, axle housings, steel stampings (heavy and light gauge), foundry flasks, material handling equipment. F. R. Schaefer, gen. mgr.; R. H. Thoms, wks. mgr.; F. F. Maicher, gen. sales mgr.; T. A. Sindelar, cf. engr. **Det. Rep.**—T. G. Watkins, Republic Steel Corp., 615 Wayne st., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. J. C. Clawson, acct. exec.

RESISTOFLEX CORP., Belleville 9, N. J. Gasoline, fuel, oil, refrigerant hose assemblies; aircraft hose and fittings; molded parts. Edgar S. Peieris, pres.; H. E. Krebs, vice-pres., chge. sales; F. V. Smith, secy.; J. M. Gentile, treas.; A. N. St. John, vice-pres., planning and development; R. Atkins, pur. agt. **Det. Rep.**—A. A. Reed, P. O. Box 11, Royal Oak, Mich. **Adv. Agcy.**—Rickard & Co., 11 East 36th st., N. Y. 16.

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(Continued on Page 228)

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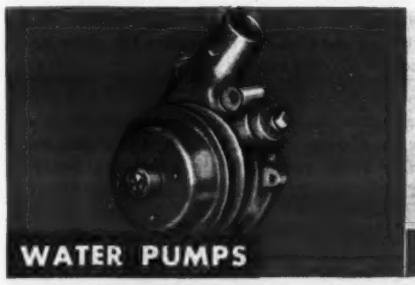

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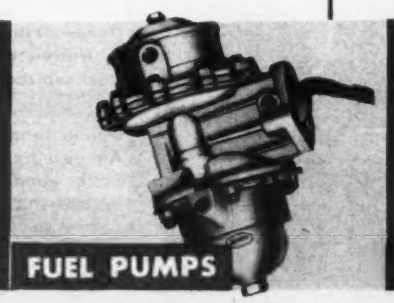

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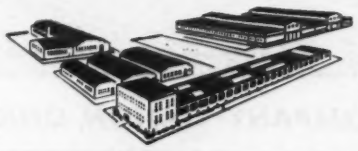

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Fairfield, Illinois

Who's Who in Auto Industry

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ROCKWELL SPRING AND AXLE CO., Fourth ave., Coraopolis, Pa. Automotive bumpers, universal joints, coil springs, steel floor grating, corronizing, seat cushions, back springs, flat leaf springs, axle, gears, transmissions, automotive brakes, trailer axles, axle bogey units. R. C. Enos, pres.; C. J. Queenan, exec. vice-pres.; C. B. Black, sales mgr.; M. B. Hammond, adv. mgr. **Adv. Agcy.**—MacFarland, Aveyard & Co., Chicago, Ill.

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ROTTLER BORING BAR CO., 1727 First ave. S., Seattle 4, Wash. Cylinder boring bars. C. T. Rottler, pres.; F. S. McLachlan, secy.; J. C. Rottler, treas. **Adv. Agcy.**—Advertising Counselors, Seattle, Wash.

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RUSSELL MFG. CO., THE, Middletown, Conn. Brake linings, clutch facings, endless belts, non-elastic webbing, conveyor, transmission and elevator belting. G. M.

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Who's Who in Auto Industry

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Williams, pres., chmn. of bd.; Amor P. Smith, exec. vice-pres.; E. R. Dayton, vice-pres., treas.; G. Walters, vice-pres. chge. research and mfg.; B. S. Williams, vice-pres., chge. material and prod. control; L. S. Sullivan, vice-pres., chge. aero and automotive sales; A. Paul Smith jr., secy.; H. J. Moore (narrow fabrics), H. C. Butterworth (export), J. D. Walters (belting), L. S. Sullivan (auto & aero), sales mgrs.; G. T. Palmer, pur. agt.; J. R. Dwyer, asst. adv. mgr.

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S-W-W, INC. (Stateweld Products), 1200 East Bay ave., New York 59, N. Y. Truck radiator grille guards, Pack-a-Jack tool cases, pipe and ladder carrying racks. E. A. Rehrmann, pres.; Harry Birnbaum, secy.-treas.; M. Shatzkin, wks. mgr.

SAFETEE GLASS CO., 4717 Stenton ave., Philadelphia 44, Pa. Laminated glass products, flat and bent—Sealed Brilliance mirrors, bullet-resisting glass, automobile glass, air-space glass; goggles, lenses, etc. Ralph A. Gibbs, pres.; James W. Gibbs, vice-pres.; A. Boehm, secy.; C. L. Krebs, treas.; A. G. Worrall, research and development engr.; C. A. McCusker, sales and sales prom. mgr. **Det. Rep.**—J. E. Morrison, Curtis bldg. **Adv. Agcy.**—Sommers-Davis, Philadelphia, Pa.

SAFE-T-WELD CO., 3225 Locust blvd., St. Louis 3, Mo. Bonded brake shoe assemblies and brake shoes, brake cylinders. A. H. Leu, pres.; B. G. Leu, vice-pres.; M. C. Johnson, secy. and treas.; R. W. Witte, wks. mgr. **Det. Rep.**—W. H. Hamilton, Inc., 22612 Beech st., Dearborn, Mich.

SAFETY DEVICES CO., 808 N. 3rd st., Milwaukee 3, Wis. Hydraulic auto-stabilizer, starta-matic automatic starter, handi-horse, steel saw horse, kar-kool air conditioning, steel-way street barricades. John J. Bruckwicki, pres.; John V. Klabough, sales mgr.; Don Esche, credit mgr. **Det. Rep.**—Scotty Hamilton, 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Graphix Display, Milwaukee, Wis.

SAGINAW INDUSTRIES CO., 2101 S. Jefferson ave., Saginaw, Mich. Saginaw replacement grilles. E. C. Swift, pres. and gen. mgr.; H. D. Snyder, vice-pres. and sales mgr. **Adv. Agcy.**—Advertising Associates, 910 Lapeer st., Saginaw, Mich. Roy C. Goettsche, acct. exec.

SAGINAW STEERING GEAR DIV., General Motors Corp., 628 N. Hamilton st., Saginaw, Mich. Steering gears, steering linkages, propeller shafts, universal joints, diesel engine and aircraft parts.

ball bearing screw and nut assemblies, jacks. William H. Doerfner, gen. mgr.; O. William Habel, wks. mgr.; Harry Hawkins, asst. wks. mgr.; Fred M. Ison, sales mgr.; Wesley Mitts, asst. sales mgrs.; C. W. Lincoln, cf. engr.; Fred M. Cooper, pur. agt.; Bernard Rae, traffic mgr. **Adv. Agcy.**—D. P. Brother & Co., General Motors bldg., Detroit 2, Mich.

ST. CLAIR RUBBER CO., 440 E. Jefferson ave., Detroit 26, Mich. Rubber coated fiberglas and cotton fabrics, rubber adhesives, flat rubber pressed goods, molded and extruded rubber goods. S. R. Livingstone, pres., treas., gen. mgr.; L. R. Turner, exec. vice-pres., sales mgr.; H. G. Higbie, secy.; L. J. Stverak, vice-pres. production; T. H. Metzler, asst. sales mgr.; P. Fairfield, cf. engr.; M. Haynes, pur. agt.; C. L. Moulton, traffic mgr.

ST. PAUL HYDRAULIC HOIST DIV., Gar Wood Industries, Inc., 2207 University ave., S. E., Minneapolis 14, Minn. Hydraulic hoists, dump bodies, underbody road maintainers, elevating end gates, refuse loading bodies. E. F. Fisher, pres.; E. B. Hill, vice-pres., gen. sales mgr.; W. T. McCarthy, contlr., asst. secy.; F. J. Hasselman, div. mgr.; Leo M. Brown, sales mgr.; W. A. Blossom, service mgr.; A. Spears, pur. agt.; R. Gardiner, cf. engr.

ST. PIERRE CHAIN CORP., 50 Frank st., Worcester 4, Mass. Tire chains, tractor chains, tools forgings. Henry St. Pierre, pres., treas. and gen. mgr.; Thomas St. Pierre, vice-pres. and wks. mgr.; Laurence Lougee, secy.; Raymond D. Moore, sales mgr.; Harvey Perreault, cf. engr.

SALSBURY CORP., 1161 E. Florence ave., Los Angeles 1, Calif. Tire changing equipment for cars and trucks, air hammers, motor seal system for cracked motor blocks and cylinder heads. E. F. Salsbury, pres. and gen. mgr.; H. I. Salsbury, vice-pres.; C. S. Tinsman, secy.; G. L. Carpenter, treas.; L. D. Thostenson, wks. mgr. and cf. engr.; J. E. Fallas, (Tiremaster div.), H. I. Salsbury, (Motor seal and pneumatic tool div.), sales mgrs.; W. H. Kurtz, pur. agt.; S. Funaro, traffic mgr. **Det. Rep.**—Tiremaster div., Erry S. Loewenthal, 1046 Penobscot bldg. **Adv. Agcy.**—Dozier-Eastman & Co., Los Angeles, Calif.

SANTAY CORP., 351 N. Crawford ave., Chicago 24, Ill. Automatic cigar lighter, windshield washer, sun visor—plastic, Daniel Szantay, pres.; Earl R. Keown, V. Szantay, James E. Wood, vice-presidents; R. Parkhurst, secy.; Elmer Szantay, treas.; Joe W. Smith, sales mgr.; T. P. Kennedy, pur. agt. **Det. Rep.**—Stanley J. Roberts and E. H. VanNorwick, 5-259 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—A Martin Rothbardt, 154 E. Erie, Chicago 11, Ill.

SAYLOR-BEALL MANUFACTURING CO., St. Johns, Mich. Air compressors, spray guns, tire pumps, farm and factory general purpose unit, farm and home general purpose units. R. V. Allman sr., pres.; R. V. Allman jr., vice-pres.; R. E. Wisner, secy.-treas.; George L. Reynolds, cf. engr. and sales mgr.; Henry W. Dellar, pur. agt.

SCANDINAVIA BELTING CO., 250 Central ave., Newark 1, N. J. Automotive brake linings. Col. W. C. Fenton, pres.; C. P. Miller, vice-pres.; C. B. Whitley, secy. and wks. mgr.; V. A. Spina, treas. and gen. mgr.; A. E. Daly, sales mgr. automotive div.; J. G. Bolton, cf. engr. **Det. Rep.** — J. M. Hallissy, 2321 St. Clair ave., Cleveland 14, O. **Adv. Agcy.**—J. M. Kesslinger & Assoc., 37 Saybrook pl., Newark 2, N. J.

SCHARTOW IRON PRODUCTS CO., 16th and Junction ave., Racine, Wis. Piston ring compressors, sub-battery carriers, battery straps, rethreading tools, battery holddowns. Joseph Wallner, pres. **Adv. Agcy.**—Western Adv., Racine, Wis.

SCHAUER MANUFACTURING CORP., 4529 Alpine ave., Rossmoyne, O. Battery chargers, battery boosters, growlers, automotive test instruments. A. J. Kohn, pres. treas.; G. L. Nord, vice-pres. and cf. engr.; S. E. Wright, gen. sales and adv. mgr.; K. Wilson, asst. sales mgr.; D. T. Face, pur. agt. **Adv. Agcy.**—Keelor & Stites, Cincinnati, O.

SCHERER, CORP., R. P., 9425 Grinnell ave., Detroit 13, Mich. Gelatin capsules for lubricants, oils, starting fluids, chemicals and special formulas. Robert P. Scherer, pres.; Edw. W. Johnson, secy. and treas.; Karl Senff, sales mgr.; Norman J. Boehm, adv. mgr.; LeRoy Farnum, pur. agt.; Frank Stark, traffic mgr.; S. T. Moreland, engrg. dir. **Adv. Agcy.**—Cortez F. Enloe, Inc., New York. N. Y. Dr. C. F. Enloe, acct. exec.

SCHILDMEIER CO., H. C., 312 N. Senate ave., Indianapolis 2, Ind. Wheel balancer, wheel press, hydraulic dual tire lift, mechanical tire lift, tire dollie, weight pliers. Leah R. Schildmeier and J. H. Schildmeier, partners; Sancy Garvin, pur. agt.

SCHLEGEL MANUFACTURING CO., 227 N. Goodman st., Rochester 7, N. Y. Windlace, seaming lace, moulding, assist straps, robe rails, glass run channel, pile lining, polishing buffs. Carl F. Schlegel, pres. and gen. mgr.; James F. Sproat, asst. treas., secy. and sales dir.; George C. Schlegel, treas.; Kenneth C. Schlegel, sales mgr. and adv. mgr.; Bernard Weckelman, cf. engr.; James F. Doris, pur. agt.; Norman J. Gibaud, traffic mgr. **Det. Rep.**—Automotive Materials Corp., 2200 Fisher bldg.

SCHNABEL CO., S. Tenth st., Pittsburgh 3, Pa. Truck bodies, refrigerated; package delivery, retail milk and all other custom - built truck bodies. John A. Schnabel, pres.; Ray Mansmann, treas., chmn. of bd. and gen. mgr.; John B. Stoessel, wks. mgr.; Adolph Stark, cf. engr.; Donald N. Rupert, asst. to gen. mgr.; C. L. Moulin, pur. agt.; Lloyd Heatherington, sales mgr.

SCHOTTLAND TEXTILE MILLS, INC., 1441 Broadway, New York 18, N. Y. Automobile seat cover fabric. Milton M. Schottland, pres.; George Schottland, vice-pres.; James K. Schottland, secy.

SCHRADER'S SON, A., Div. of Scovill Mfg. Co., Inc., 470 Vanderbilt ave., Brooklyn 38, N. Y. Tire valves, caps, cores, tire pressure gauges, airline (chuck) gauges, air chucks, tire valve service tools, electric valve and tube vulcanizers, spark plug tire pumps, air hose fittings, quick couplers, blow guns, valves for rubberized fabric containers, cylinders and valves for factory air installations. S. T. Williams, vice-pres., gen. mgr. (A. Schrader's Son div.); G. A. Drew, asst. vice.-pres. and gen. sales mgr.; B. M. Muchmore, mgr. acc. sales;

(Continued on Page 232)

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$ *Two or more cars* are owned by 35.9% of all "U.S.NEWS & WORLD REPORT" families. There are 147 cars for every 100 car-owning families.

$ *Three out of five* (58.2%) of the garages in "U.S.NEWS & WORLD REPORT" homes hold at least two cars.

$ *More than one of three* of all "U.S.NEWS & WORLD REPORT" families say they will be buying at least one car within the next twelve months.

$ *Average* "U.S.NEWS & WORLD REPORT" *family income is $14,503*—highest of all news magazines.

$ *More than four out of five* of all cars driven by "U.S.NEWS & WORLD REPORT" families were bought *new*.

$ *About a third* of all these cars are kept for only one year; half for two years or less; three-quarters for three years or less.

And that's not all. Four out of five of all "U.S.NEWS & WORLD REPORT" subscriptions go to home addresses, where the magazine enjoys intensive readership by seven out of ten of all the wives, and where eight out of ten of *all* the adults in the family are regular readers. Total readership of the magazine is 2,430,000: 1,620,000 men and 810,000 women. Group after group of these on-the-way, get-up-and-go family heads and community leaders name "U.S.NEWS & WORLD REPORT" the most useful magazine in its field, and the magazine in which they place the most confidence! No wonder automobile advertising in "U.S.NEWS & WORLD REPORT" creates action where it counts most—right on the showroom floor!

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Ford Motor Company
FORD • LINCOLN

General Motors Corporation
CADILLAC • OLDSMOBILE
PONTIAC • GENERAL MOTORS CORP

Packard Motor Car Co.

Willys Motor Co.—KAISER

(Publishers Information Bureau records for the 1954 announcement period, November, 1953 to March, 1954)

✓ *"U.S.News & World Report" led its field in passenger car advertising gains in 1953, second only to "Life" in gains among all magazines.*

RCULATION

AZINE IN THE FIELD

For the market research studies which establish the car-buying activities, habits, and tastes of "U.S.NEWS & WORLD REPORT" families, call our nearest advertising office.
New York: 30 Rockefeller Plaza, New York 20, N. Y.
Detroit: 1006 Fisher Building, Detroit 2, Mich. Advertising offices also in Boston, Philadelphia, Cleveland, Chicago, St. Louis, San Francisco, and Washington.

Who's Who in Auto Industry

(Continued from Page 229)

F. L. Engstrom, mgr. ind. sales; D. F. Cisney, adv. mgr.; C. H. Wilkens, asst. sales mgr. chge. of Akron branch; G. H. Schneider, mgr. tech. serv. (Brooklyn, N. Y.). **Adv. Agcy.**—G. M. Basford, 60 E. 42nd st., New York 17, N. Y.

SCHROEDER & TREMAYNE, INC., 1711 Delmar blvd., St. Louis 3, Mo. Imported English chamois, imported French chamois, Cord-bound chamois, Seawool sponges, Cellusponge and Alpine cellulose sponges. Theodore Schroeder, pres. and gen. mgr.; F. B. Schroeder, vice-pres., sales mgr.; Carl Rueck, secy.-treas.; A. Smith, pur. agt.

SCIAKY BROS., INC., 4915 W. 67th st., Chicago 38, Ill. Electrical resistance welding equipment, (spot, projection seam, flash-butt welders, standard and special machines, multiple welders, rocker arm and press type, portable guns, electronic controls, transformers). David Sciaky, pres.; Sam Sciaky, vice-pres.; J. Carasso, secy.; P. Benveniste, treas.; J. Graham, wks. mgr.; Maurice Sciaky, vice-pres., sales mgr.; W. J. Farrell and W. E. Cain, asst. sales mgrs.; Tom L. Lonergan, sales prom. mgr.; V. B. Hjerpe, cf. engr.; J. Bilik, pur. agt.; L. Pijon, traffic mgr. **Det. Rep.**—Harold Schroeder, Room 442, New Center bldg., 7430 Second blvd., Detroit, Mich. **Adv. Agcy.**—Russel T. Gray, Chicago, Ill. R. Walther, acct. exec.

SCINTILLA DIV., Bendix Aviation Corp., Sidney, N. Y. Ignition equipment for piston, jet, turbo-jet and rocket motors, industrial engine magnetos, electrical connectors, fuel injection for diesel engines, ignition analyzers and other components and accessories. G. E. Steiner, gen. mgr.; T. Z. Fagan, dir. sales and service; D. B. Morse, sales mgr.; F. O. Rettberg, adv. mgr.; W. J. Spengler, dir. of engrg.; H. C. Walters, asst. dir. of engrg.; S. E. Gregoire, cf. engr.-electrical; L. W. Trees, serv. mgr.; G. C. Cottrell, comptr.; W. Michel, factory mgr.

SCOVILL MANUFACTURING CO., 99 Mill st., Waterbury 20, Conn. **Contract Mfg. Div.:** Metal parts and complete assemblies made on a contract basis. Complete manufacturing and finishing facilities for the production of stampings, drawn shells, and eyelets from steel, aluminum, brass, copper, and zinc. **Screw Machine Products Div.:** Screw machine products made to order—"Uniflare," tube fittings, "Loxit," compression tube fittings. **Forgings Div.:** Nonferrous metal forgings. **Industrial Fastener Div.:** Pre-assembled washer units, machine, self-tapping, and Philip's head screws, special industrial fastening devices. L. P. Sperry, pres. and gen. mgr.; W. M. Goss, exec. vice-pres.; M. L. Sperry II, secy.; P. E Fenton, vice-pres., sales mgr.; Warren Bice, sales mgr., ind. fast. sales; A. P. Hickox, vice-pres. and pur. agt.; J. B. Griffin, traffic mgr.; A. C. Curtiss, vice-pres. and pub. rel. mgr. **Det. Rep.**—William Black, 15755 James Couzens hwy. **Adv. Agcy.**—Young & Rubicam, Inc., New York, N. Y. John Grier, acct. exec.

SCULLY SIGNAL CO., 176 Green st., Melrose 76, Mass. Whistling gas tank fill signals. Frank P. Scully, pres.; Edward C. Kleber, treas., pur. agt.; Carl A. Goddard, sales mgr. **Det. Rep.**—W. M. Rosborough.

SEALED POWER CORP., 2001 Sanford st., Muskegon, Mich. Piston rings, pistons, cylinder sleeves. Paul C. Johnson, pres.; R. R. Peardsley, vice-pres.; G. E. Reynolds, secy. and asst. treas.; D. M. Hesling, mgr. mfg. and engrg.; R. A. Snyder, sales mgr. orig. equip. div.; J. E. Norwood, sales mgr., replacement sales div.; R. E. Murbarger, gen. sales mgr.; C. H. LeFevre, sales prom. and adv. mgr.; E. C. Beck, cf. engr.; M. W. Valuck, pur. agt. **Det. Rep.**—J. L. Talbott.

SEALEX CORP., 1545 E. Washington blvd., Los Angeles 21, Calif. Convertible soft top dressing, anti-friction additives. Milton Rubin, pres., gen. mgr; Bernard Lippman, vice-pres.; Gene Rubin, secy., treas. and sales mgr.; Fred Garces, wks. mgr.; Shelley A. Herman, asst. sales. **Adv. Agcy.**—The Art Studio, Culver City, Calif. Alvin Kurtzman, acct. exec

SEALTIGHT CORP., 228 1st st., N.E., Cedar Rapids, Ia. Ignition insulators. O. W. Lawrence, pres.; H. A. Stone, vice-pres..; C. W. Nelson, secy., gen. mgr., pur. agt.; Milton Shapiro, adv. and sales mgr.; M. LaTour, credit mgr.; E. J. Wasta, treas. **Adv. Agcy.** — Altman-Gilbert Adv. Agency, Cedar Rapids, Ia.

SEALTITE QUILTING CORP., 611 W. 43rd st., New York 18, N. Y. Electronic quilting of vinyl plastic. Jerome Fine, pres.; Moses Weiss, treas.; Irving Ladd, traf. mgr. **Adv. Agcy.** — Erland, New York, N. Y.

SEAMAN PAPER CO., 1236 Sherman ave., Evanston, Ill. Insulation, aircraft insulation, auto body boards. J. B. Seaman, pres.; Clayton Seaman, vice-pres.; M. Folkers, secy.; A. J. Drusch, treas.

SEATLECTOR DISPLAYS, INC., 169 Bridge st., Cambridge 41, Mass. Automobile seat cover displays. B. L. Godfrey, pres., sales mgr.; Daniel Cohen, vice-pres.; Leonard Zonis, treas.; Herbert Leon, gen. mgr. **Det. Rep.**—P. H. Zimpellman & Son, Cincinnatio, O. **Adv. Agcy.**—Ralph Schiff, Lawrence Mass.

SEIBERLING RUBBER CO., Akron 9, O. Tires, tubes, floor mats, rigid plastics, tire rebuilding accessories and repair materials. J. P. Seiberling, chmn. of bd., pres.; W. P. Seiberling, secy.; R. J. Thomas, treas.; H. P. Schrank, vice-pres. chge. prod.; C. E. Jores, vice-pres., compt.; L M. Seiberling, vice-pres., chge. sales; J. H. Higgins, mgr. mfrs. sales; J. J. Walbeck, mgr., adv. and mdse.; W. T. Johnson, gen. sales mgr.; J. A. Fouche, asst. gen. sales mgr.; W. E. Cowell, serv. mgr.; E. R. Gibson, pur. agt.; A. P. Baum, traffic mgr.; Douglas Mueller, pub. rel. dir. **Det. Rep.**—P. J. Dunn, Room 7-255, General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Carnegie Hall, Cleveland 15, O. Andrew Meldrum jr., acct. exec.

SEIDEN PNEUMATIC TOOL CO., 423 Barrett st., Jackson, Mich. Pneumatic hammer for automobile body and fender bumping. Oakley D. Lutes, partner-in-chge.; Leo O. Blake, cf. engr. **Adv. Agcy.** — Stevens Inc., Grand Rapids, Mich. Carl Clum, acct. exec.

SELLWELL INDUSTRIES, INC., 996 Ellicott Sq. bldg., Buffalo 3, N. Y. Automatic lock for rear doors. John D. Murphy jr., pres. and gen. mgr.; N. P. Mancuso, vice-pres.; Frank M. Abbate, secy.; Harry Barney, treas. **Adv. Agcy.**—H. J. Weil, Inc., Buffalo, N. Y.

SERVICE STEEL DIV., 1435 Franklin st., Detroit 7, Mich. Steel tubing, seamless, welded, stainless, boiler, aircraft, etc. Richard S. Van Pelt, pres.; C. M. Foster, vice-pres.; C. G. Beaubien, adv. mgr. and pur. agt.; Don Van Pelt jr., cf. engr. **Adv. Agcy.**—Claude E. Whipple, Adv., Detroit 1, Mich.

SERVICE SUPPLY CO., 1115 Seventh st., Denver 4, Colo. Serco-radiator and block seal. Ki-Mo, ron-acid cooling system cleaner, Re-Mo, acid type cooling system cleaner. Rusgo-Rust inhibitor and water pump lubricant. Solvo carburetor and fuel pump cleaner, Noxo, tuneup oil, Shamo auto wash Reeso hand cleaner, D-Greso grease remover, Wrencho penetrating oil, Naco chamois skin cleaner. Wm. L. Knoyer, pres.; E. W. Redman, plant mgr. **Adv. Agcy.**—Wayne Welch, Inc., Denver, Colo.

SHAKEPROOF DIV. OF ILLINOIS TOOL WORKS, St. Charles rd., Elgin, Ill. Lock washers, thread-cutting screws, speed-nuts, sems, keps, special fastenings. Harold B. Smith, pres.; E. W. Fuller, R. F. Dick, J. B. O'Connor, E. W. Shipman, vice-presidents; J. R. Russell, secy., asst. treas.; A. L. Pontius, Elgin Plant gen. mgr.; C. F. Jensen, DesPlaines plant gen. mgr.; S. Cathcart, Plastics dept. gen. mgr.; J. S. Hawley, mktg. mgr.; R. M. Wall, adv. mgr.; R. D. Toler, asst.; W. M. Hanneman, exec. cf. engr.; A. L. Froehlich, pur. agt.; P. Anderson, traf. mgr.; J. Tomlin, pub. rel. mgr. **Det. Rep.**—R. H. Maude, 2895 E. Grand blvd. **Adv. Agcy.**—Waldie & Briggs, Inc. Chicago, Ill. R. M. Skallerup, acct. exec.

SHAMOKIN WOOLEN MILLS, INC., 450 Seventh ave., New York 1, N. Y. Woven plastic for auto seat covers. Israel Cummings, pres.; John L. Koehne, secy.-treas.

SHAW & SLAVSKY, INC., 13821 Elmira, Detroit 27, Mich. Used car tags, parts and accessory tags, bin marking system, production control boards, contest boards service dept. boards, used car price boards. John R. Slavsky, pres.; Robert J. Shaw, vice-pres.; H. Hollen, secy.-treas., pur. agt.; R. A. Bernacki and Don A. Hebert, sales mgrs.; Hans Ruedi, cf. engr. **Adv. Agcy.**—Rossi & Co., Detroit, Mich. Vince Rossi, acct. exec.

SHEEHAN CO., R. T., 8070 N. Territorial rd., Plymouth, Box 345, Mich. Metal belt hot and cold forging conveyors, metal belt stamping and press conveyors, special application metal belt conveyors. R. Thomas Sheehan, owner and pres. **Adv. Agcy.** — Whipple and Black Advertising Co., Detroit, Mich. R. S. McCuen, acct. exec.

SHELL OIL CO., 50 W. 50th st., New York, N. Y. Motor and aviation fuels; diesel, heating and industrial fuels, lubricants and greases, asphalt products, liquefied petroleum gas, organic and agricultural chemicals. H. S. M. Burns, pres.; J. A. Horner, secy.; A. G. Schel, treas.; S. Eddy and P. C. Thomas, gen. sales mgrs.; D. C. Marschner, adv. mgr., sales prom. mgr.; C. J. Smith, asst. adv. mgr.; W. H. Bratches, pur. mgr.; T. T. Thompson, asst. pur. mgr.; H. L. Curtis, asst. to pres., pub. rel. **Det. Div. Mgr.**—John Southworth, 154 Bagley ave. **Adv. Agcy.**—J. Walter Thompson, New York, N. Y.

SHELLER MFG. CORP., Plants: Portland, Ind., Chicago, Ill., Keokuk, Ia., Norfolk, Va., Union City, Ind., Montpelier, Ind., and Pendleton, Ind. Products: Steering wheels, molded extruded, hard and sponge rubber, chrome plated die castings, metal stampings and screw machine products, cork gaskets, cork tile and misc. cork products. Tom Bradley, pres.; E. J. Cosgrave, J. A. McKeown, O. G. Vinnedge, vice-presidents; N. G. McLaughlin, secy-treas. Detroit Offices: General Motors bldg.

SHENK & CO., S. A., 2101 S. High st., Columbus 7, O. Re-manufactured shock absorbers, carburetors, and water pumps; re-manufactured ford distributors, and master and wheel cylinders. Sol A. Shenk, pres.; A. J. Reich, vice-pres.; Edgar Bachmann, sales mgr., sales prom. mgr., secy.-treas., and gen. mgr.; Otis Sizemore sr., wks. mgr., cf. engr.; Jack Gaiser, pur. agt.; Alfred J. Lussheim, traf. mgr. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agcy.**—Cye Landy Agency, Columbus, O. Cye Landy, acct. exec.

SHEPPARD CO., INC., B. H., Hanover, Pa. Diesel engines, diesel power units, diesel generating sets, diesel farm tractors, diesel industrial tractors. B. H. Sheppard, pres.; Fred D. Livingston, vice-pres.; Robert Luckey, secy.; C. W. Anderson, treas.; Leo E. Muzzy, sales mgr.; Tom Murphy, adv. dept.; Earl Petry, cf. engr.; Russ Willetts, serv. mgr.; R. Reifsnider, pur. agt. **Adv. Agcy.**—William B. Kamp Co., Lancaster, Pa. William Kamp, acct. exec.

SHERMAN-KLOVE CO., THE, 3535 W. 47th st., Chicago 32, Ill. Screw machine products, pipe plugs, mechanics' hand servee tools, metal tool boxes, metal boxes (all types), metal cabinets. J. W. McDonough, pres. and gen. mgr.; W. J. McDonough, vice-pres., wks. mgr., pur. agt.; E. L. McDonough, secy. and sales mgr.; W. S. Sherman, treas.; T. O. Rueb, chief engr. **Det. Rep.**—Sidney Norwood, 5-251 General Motors bldg., Detroit.

SHERWIN-WILLIAMS CO., 101 Prospect ave., Cleveland 1, O. Paints, varnishes, lacquers, chemicals, pigments, automotive finishes. A. W. Steudel, pres.; A. H. Burt, vice-pres. and dir. of sales; F. J. Squires, secy.; L. H. Schroeder, treas.; V. Mills, gen. mgr. of mfg.; E. W. Windsor, gen. mgr. automotive finishes sales; D. J. May, sales prom. mgr. automotive finishes; R. F. Henning, dir. of purs.; J. B. Sanford, traf. mgr.; C. F. Toll, gen. mgr. natl. adv. **Adv. Agcy.** — Fuller Smith & Ross, Cleveland, O.

SHULER AXLE CO., Subsidiary of Fuller Manufacturing Co., 2901 S. 2nd st.,

(Continued on Page 233)

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Who's Who in Auto Industry

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Louisville, Ky. Heavy-duty one-piece tubular trailer axles, truck and bus front steering axles and miscellaneous forgings. F. E. O'Callaghan jr.; J. F. Bleakley, vice-pres.; F. W. Pallant, treas.; R. C. Carson, sales mgr.; R. J. Everhart, pur. agt. **Det. Rep.**—J. L. Edington, 18954 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Doe Anderson Co., Louisville, Ky. Warwick Anderson, acct. exec.

SHURE MFG. CORP., 1601 S. Hanley rd., St. Louis 17, Mo. Manufacturers of Shure-built automotive service merchandisers, work benches, portable service benches, steel paneling, tool carts and appearance servicers, and "Scotty" industrial shop equipment. S. J. Shure, pres.; J. A. Richardson, vice-pres., gen. sales and adv. mgr. **Det. Rep.**—R. E. Woods, 1296 Argentine rd., Linden, Mich. **Adv. Agcy.**—Padco Adv. Co., St. Louis, Mo. Paul Kransberg, acct. exec.

SHURLY, E. R., CO., 2242 W. Jefferson, Trenton, Mich. Automobile displays, automobile sales promotions, plastic automobile parts. Edmund R. Shurly, pres., gen. mgr.; H. Gordon Wood, secy.-treas.

SIEBRING MFG. CO., George, Ia. Steam cleaners, cleaning compounds, tractor loaders, industrial portable oil gas furnace. Claude Siebring, pres.; Owen Siebring, gen. mgr. and pur. agt. **Adv. Agcy.** — Amundson-Bolstein, Sioux City, Iowa.

SIEWEK TOOL CO., 2862 E. Grand blvd., Detroit 2, Mich. Rapid clamping drill jigs, fixture locks, fixture clamps, fixture details. C. D. Reason, pres., sales mgr.; R. E. Reason, gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. C. F. Pineau, acct. exec.

SIGHT FEED GENERATOR CO., Factory and sales offices: West Alexandria, O. Portable and stationary acetylene generators, Rexarc hard-facing and manganese electrodes, Rexarc automatic welders and positioners. C. F. Smith, pres. and gen. mgr.; Earl Rinck, treas. and asst. mgr.; Donald Smith, chief engr.

SIGNA-CRAFT, INC., 292 Fifth ave., New York, N. Y. Autogram initials. L. K. Stupell, pres.; Norman J. Stupell, vice-pres.; A. D. Bobrow, sales mgr., sales prom. mgr.; **Det. Rep.**—Herman D. Weiss. **Adv. Agcy.**—Blaine-Thompson, New York.

SIGNAL-STAT CORP., 523-539 Kent ave., Brooklyn, N. Y. Directional signals for pass. cars, trucks and buses, Fuse-in-line receptacles, stoplite pilots, emergency lites, flashers. A. Hollins, pres.; J. R. Hollins, vice-pres., cf. engr.; L. S. Hollins, secy.-treas., sales mgr.; W. A. Raftery, asst. sales mgr. **Adv. Agcy.**—Aitkin-Kynett Co., 1400 South Penn sq. Philadelphia, Pa.

SILENT HOIST & CRANE CO., 841 63rd st., Brooklyn 20, N. Y. Cranes for trucks, hoist catch basin cleaning machines, hoist capstans and winches for trucks, hoist truck towers for public utilities, fork lift truck-and-boom crane combination. J. W. Wunsch, pres.; E. M. Wunsch, vice-pres.; Samuel Wunsch, secy. and treas.; M. M. Botnick, sales mgr.; Emanuel Jacoby, adv. mgr.; J. Parlangeli, parts and acc. mgr.; F. K. Flynn, cf. engr.; A. Yuzzolino, pur. agt. **Det. Rep.**—H. A. Stevenson, Inc., 2988 E. Grand blvd. **Adv. Agcy.**—Harry Hurst, New York 3, N. Y.

SILVER VOGUE AUTO SEAT COVER CO., 6713 Fifth ave., Brooklyn 20, N. Y. Automobile seat covers, arm rest covers, static eliminators, steering wheel covers, key cases, sun visor covers, auto secretaries and map cases. Irving Silver, owner.

SILVESTRI ART MFG. CO., 1147 West Ohio st., Chicago 22, Ill. Exhibits, convention and trade shows, point of sale displays, automotive displays and show room accessories, animation displays, single units and ensemble combinations, industrial displays. George G. Silvestri, pres.; Bernard J. Gorman, vice-pres., sales mgr.; Samuel F. Kamin, compt., gen. mgr.; Paul Miedell, wks. mgr.; Stanley Lintner, pur. agt.; Robert G. Simms-St. Martini', pub. rel. mgr. **Det. Rep.**—Sidney Seeley, 21311 Gratiot st., E. Detroit. **Adv. Agcy.**—Frederick C. Williams, 22 West Monroe st., Chicago, Ill.

SIMONIZ CO., 2100 Indiana ave., Chicago 16, Ill. Car, floor and furniture appearance products. Elmer Rich, chmn. of bd.; Elmer Rich jr., pres.; W. Gardner Barker, exec. vice-pres.; Jack Doran, adv. mgr.; John Davis, Fred Stroud, brand adv. mgrs.; Charles V. Lipps, sales mgr. **Adv. Agcy.**—Tatham-Laird, Inc. David G. Watrous, acct. exec.

SIMPLEX PRODUCTS INC., 9361 American, Detroit 4, Mich. Stabilizers and smooth-omatic (double stabilizer), blower wheels. Edmund Hans, pres.; Thomas Eady, vice-pres.; C. Kenneth Barry, secy.

SIMPLEX TIME RECORDER CO., South Lincoln st., Gardner, Mass. Master clock systems, payroll recorders, time stamps, cost recorders, watchclocks, card racks, time cards. Curtis G. Watkins, pres. and gen. mgr.; Alexander Campbell, vice-pres.; Hilton Whiting, secy. and pur. agt.; Edward A. Morse, treas.; Julius Skamarycz, wks. mgr.; F. Paul Hallock, asst. sales and adv. mgr.; John J. Evans, serv. mgr.; Henry Rixford, chief engr.; Harold E. Moore, traf. mgr. **Det. Rep.**—J. Wayne Chrisman, mgr., 7338 Woodward ave.

SINCLAIR GLASS CO., Ceredo, W. Va. Automotive glass lens, stop and tail lamp lens, parking lamp and interior lamp lens. F. R. Hodges, pres.; R. J. Mikolas, vice-pres.; J. A. Jadrich, secy.

SINCLAIR REFINING CO., 600 Fifth ave., New York 20, N. Y. Gasoline, diesel fuel, heating and motor oil, automotive and industrial greases, cutting oils, and industrial lubricating oils. J. E. Dyer, pres.; C. F. McGoughran, secy.; M. F. Braeckel, vice-pres., dir. of mktg.; L. J. Hoar, vice-pres., asst. gen. sales mgr.; L. W. Leath, vice-pres., gen. sales mgr.; J. J. Delaney, adv. mgr. **Adv. Agcy.**—Morey, Humm & Johnstone, Inc., New York, N. Y.

SKIL CORPORATION, 5033 Elston ave., Chicago 30, Ill. Portable electric and pneumatic tools. B. J. Sullivan, pres.; E. J. Kelley, vice-pres., engrg.; J. J. Topolinski, vice-pres., mfg.; E. B. McConville, exec. vice-pres.; J. L. McManus, secy.; P. O. Watts, vice-pres. sales; J. T. Carlsen, E. J. Normandt, J. J. Sweeney, W. H. Ferry, division mgrs.; C. D. McWade, adv. mgr.; C. G. Schaaf, serv. mgr.; E. J. Sterba, commercial dept. mgr.; F. J. Koenig, cf. engr.; J. L. Schuler, pur. agt.; A. Richter, asst.; E. Nied, traffic mgr. **Det. Rep.**—R. S. Ebbert, Skil Corporation, 17160 Wyoming ave., Detroit, Mich. **Adv. Agcy.** — MacFarland Aveyard & Co., Chicago, Ill.

SLEETEX CO., INC., 404 Fourth ave., New York 16, N. Y. Dual and single defroster blades, windshield wiper blades, hand squeegees, sponges and scrapers, plastic windshield covers, safety-lock for all car doors. Edward C. Abdelnour, pres. and sales mgr.; Mitchel E. Hadad, vice-pres. and treas.; H. Hadad, secy.; Philip Mahfouz, wks. mgr. **Adv. Agcy.**—Furman Company, New York, N. Y.

SMASH-PROOF CO., 6000 State ave., Ashtabula, O. Garage creepers, bakery trucks, squat seats. Reed O. Hulbert, pres.; Mrs. Reed O. Hulbert, secy.; Anne De Piero, treas. **Adv. Agcy.**—Adds Up Co., Ashtabula, O.

SMOOTH-ON MANUFACTURING CO., 572 Communipaw ave., Jersey City 4, N. J. Smooth-On iron cements, aluminum, brass cements, pipe clamps. Henry M. Silver, pres.; J. Haviland Tompkins, vice-pres., treas. and cf. engr.; George G. Tennant jr., secy.; Henry M. Silver, pur. agt.; Joseph Gerwer, traffic mgr. **Adv. Agcy.**—Michel-Cather, Inc., 2 Park ave., New York 16, N. Y. William Cather III, acct. exec.

SNAP-ON TOOLS CORP., 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, Wm. A. Seideman, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; Wm. A. Seidemann, wks. mgr.; Rogers Palmer, sales mgr.; P. J. Schutt, sales prom. mgr.; Geo. A. Smith, adv. mgr.; G. M. Walraven, cf. engr.; F. A. Tetzlaff, pur. agt.; R. W. Bscherer, asst.; W. J. Kazmer, traf. mgr. **Det. Rep.**—W. J. Sharbach, 93 Piquette ave. **Adv. Agcy.** — Cramer-Krasselt Co., 733 N. Van Buren st., Milwaukee, Wis. N. L. Telander, acct. exec.

SNYDER MFG. CO., 22nd and Ontario, Philadelphia 40, Pa. Auto antennas, sun visors, exhaust extensions, luggage carriers. Benj. L. Snyder, partner; Gerson Snyder, partner; Dick Mooris, sales mgr.; Milt Schindler, adm. asst.; Robert McKay, pur. agt.; Frank Vasaturo, cf. engr.; Merle Candy, pro. mgr. **Adv. Agcy.**—Brooks & London, Philadelphia, Pa. Lou London, acct. exec.

SNYDER TOOL & ENGINEERING CO., 3400 E. Lafayette, Detroit 7, Mich. Special machine tools. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; George H. Whitehouse, vice-pres., gen. mgr.; Leo Gajda, cf. engr.; H. Purdy, pur. agt. **Adv. Agcy.**—Clark and Rickerd, Inc., Detroit, Mich. John Dow, acct. exec.

SOBENITE, INC., 1026 W. King st., South Bend 16, Ind. Automotive plastic and hardware products, custom injection molding. P. H. Sanders, pres. and gen. mgr.; Alex Dick, vice-pres.; D. H. Sanders, secy.; N. P. Bowsher, treas. **Det. Rep.**—Geo. Harper, 218 Lexington bldg., W. Grand blvd., Detroit, Mich.

SOCIETE ANONYME CHRYSLER, 50 Rue de Naples, Antwerp, Belgium. Assembly plant. Passenger cars, trucks and marine engines. C. B. Thomas, pres.; S. G. Keevill, managing dir.; J. A. Ramboux treas.; H. B. Hindly, auditor.

SOCONY-VACUUM OIL CO., INC., 26 Broadway, New York 4, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. G. V. Holton, chmn. of bd.; B. Brewster Jennings, pres. and chmn. of exec. comm.; J. C. Case, J. F. Seal, vice-presidents; W. D. Bickham, secy.; V. B. Geibel, treas.; Herbert Willetts, domestic mktg. mgr.; Paul Gosman, adv. mgr.; George Walker, asst. adv. mgr.; P. V. Keyser jr., domestic mktg. mgr.; H. Willetts, dir., vice-pres. in chge. of domestic mktg.; E. A. Heyler, sales prom. mgr.; J. R. Taylor, pur. agt.; A. G. Anderson, traffic mgr.; T. W. Phelps, pub. rel. mgr. **Det. Rep.**—H. J. Muller, Socony-Vacuum Oil Co., Inc., 903 W. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Compton Adv. Agency, 630 Fifth ave., New York, N. Y. Merrell Boyce, acct. exec.

SOSS MANUFACTURING CO., 21777 Hoover rd., Detroit 13, Mich. Automotive hinges, door hood, rear deck; invisible hinges, automotive and special stampings. Samuel Soss, pres.; Stanley Disher, secy.; Andrew TenEyck, sales mgr.; Harold Marko, sales rep.; Carl O. Mackenzie, sales rep.; Earl Speir, cf. engr.; William Shulman, pur. agt.; Thomas Richardson, traf. mgr.; E. Muhme, pub. rel. mgr. **Det. Rep.**— Eugene J. Ellison, 462 Eastlawn, Detroit 15.

SOUTH BEND WOOD PARTS, INC., 1344 W. Sample st., South Bend 21, Ind. Station wagon wood parts, radio and television cabinets, automotive, industrial and agricultural wood parts D. H. Sanders, pres. and secy.; N. S. Bowsher, vice-pres. and treas.; P. E. Gerber, prod. mgr.; W. M. Leslie, pur. agt.

SO. CALIF. PLATING CO., 3434 San Fernando rd., Los Angeles 65, Calif. License plate frames, cut-out nameplates, auto top luggage carriers, and accessories. Leonard De Bell, pres., owner; Joseph Bessolo, wks. mgr.; E. Wallace Titzell, sales mgr.

SOUTHERN FIBER FABRICS, 585 Wells st., S. W., Atlanta, Ga. Fiber fabrics. W. D. Ellis, pres.; Wm. M. Thomson, wks. mgr.; Wiley P. McGinty, sales mgr. **Adv. Agcy.**—Robert E. Martin & Co., Atlanta, Ga.

SOUTHERN FRICTION MATERIALS CO., Box 1475, Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos brake lining. Howard Snow, pres.; John O. Camp, vice-pres., sales and adv. mgr.; W. W. Dunkin, treas.; F. L. Johnston, wks. mgr.; DeWitt R. Austin jr., asst. sales mgr. **Adv. Agcy.**—Ayer

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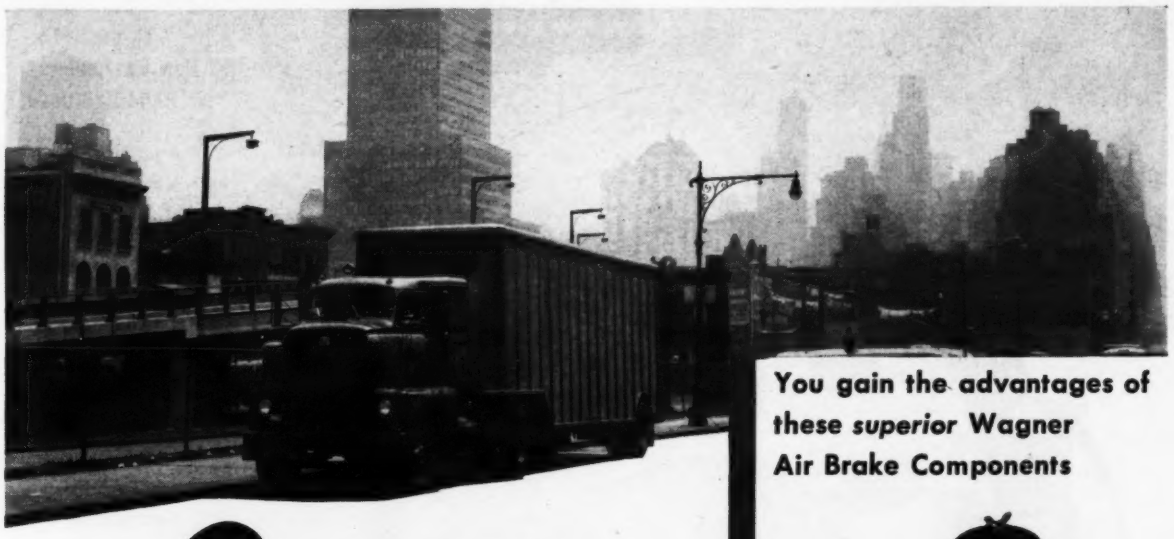

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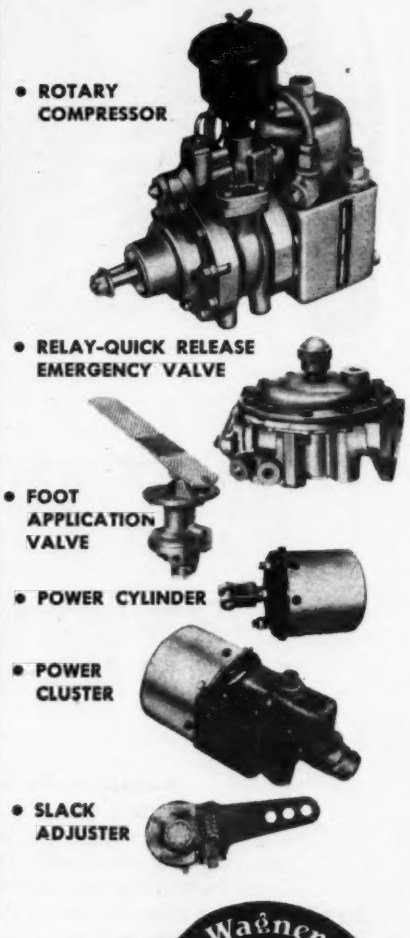

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Who's Who in Auto Industry

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& Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

SOVEREIGN PLAN, INC., THE, 2241 S. Indiana, Chicago 16, Ill. Service promotional systems, dealer forms, 30,000-mile new car service bonds. Samuel R. Stiefel, pres. Harold Eisenstein, secy. and treas.; Bernard D. Verin, gen. mgr.

SPARKLER MFG. CO., Lake ave., Mundelein, Ill. Gasoline filters for pass. cars and trucks. A. C. Kracklauer, pres.; C. W. Mills, sales mgr. automotive div.; Whitney DeWitt, pur. agt. **Adv. Agcy.** —Kreikler & McLoan Co., Chicago, Ill.

SPARTON AUTOMOTIVE, Div., The Sparks-Withington Co., Plant No. 1, North st., Jackson, Mich. Air and electric horns (automotive warning signals), directional signal lamps, self-cancelling directional signal switches, clearance lamps; stop, fog and backup lights; polarized rear view mirrors. E. W. Gents, gen. mgr.; J. J. Bigelow, sales and adv. mgr.; O. A. Rhein, asst. sales and adv. mgr.; George White, chief engr.; John Towler, pur. agt.

SPEAKER CORP., J. W., 3059 N. Weil st., Milwaukee 12, Wis. Vulcanized tube repairs, vulcanizing outfits, tire, casing patches, rubber tire rivets, cold patch kits, splash guards, car and truck mirrors, clearance, marker and identification lamps, directional signals, school bus warning light kits, backup lights, stop and tail lights, reflectors, hand brake signal lights. J. W. Speaker, pres., treas. and gen. mgr.; D. Brace, vice-pres.; H. K. Watson, secy. and wks. mgr.; J. L. Faust, asst. serv. mgr.; V. Arnold, pur. agt.; C. Gutowsky, traffic mgr. **Adv. Agcy.** — Cramer-Krasselt, Inc., Milwaukee. Howard Shaw, acct. exec.

SPEE-FLO CO., 720 Polk, Houston 2, Tex. Complete line of automotive and industrial hot spray painting equipment. G. S. Levey, pres.; J. C. McCord, sales mgr.; S. F. Harvey, serv. mgr.; Z. Shay, traffic mgr. **Adv. Agcy.**—Charles Crosson & Co., Houston, Texas. Charles Crosson, acct. exec.

SPEED WAY MFG. CO., 1834 S. 52nd ave., Cicero 50, Ill. Portable electric tools, fractional horsepower motors. W. B. Scace, pres.; J. R. DeBacher, vice-pres.; S. E. Scace, vice-pres., engrg.; D. G. Collins, sales mgr.; G. Winkley, pur. agt. **Det. Rep.**—R. Dykstra Co., 7701 Mack Ave. **Adv. Agcy.** — Ross Llewellyn, Chicago, Ill. Ross Llewellyn, acct. exec.

SPEEDI-DRI CORP., 210 W. Washington Square, Philadelphia 5, Pa. Speedi-Dri, Sol-Speedi-Dri. R. H. Hubbell jr., pres.; H. M. Gwyn jr., vice-pres., adv. mgr.; W. E. Sawyer jr., secy.; R. A. Hogan, sales mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

SPENCER MANUFACTURING CO., Div. of Spencer-Hughes Corp., Factory — Spencer, O. Sales and administrative office 1290 Euclid ave., Cleveland 15, O. Axle and propeller shafts, trailer axles and spindles. H. A. Warburton, jr., vice-pres. and gen. sales mgr.

SPENCER-SAFFORD LOADCRAFT, INC., East City, Augusta, Kans. Truck-trailers, fifth wheels, truck-trailer axles, electronic weighing and measuring devices, truck-trailer brakes, aircraft components. E. S. Safford, chmn. of bd.; L. E. Weiss, pres.; Elizabeth Ann Safford, secy.; F. H. Ortmann, asst. treas.; J. C. Moellinger, gen. mgr.; W. C. Benson, cf. engr. and sales mgr.; W. Schultz, wks. mgr.; L. Pennington, pur. agt. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kansas. C. R. Sullivan, acct. exec.

SPICER MFG. DIV., Dana Corp., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, power take-off joints, railroad generator drives, frames, welded tubing, forgings, stampings. C. A. Dana, chmn. of bd.; R. E. Carpenter, vice-chmn. of bd.; J. E. Martin, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; D. D. Robertson, gen. sales mgr.; J. R. Miller, dir. mfg.; W. L. Stone, transmission and torque converter sales mgr.; W. H. Schomburg jr., universal joint and clutch sales mgr.; Neil A. Moore, gen. mgr. serv. div.; R. P. Lewis, exec. engr.; R. R. Burkhalter, asst. exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kieser, dir. of pub. rel. and adv. mgr.; W. J. Bryan, traf. mgr. **Adv. Agcy.**—C. A. Kroening, Inc., 2157 Euclid ave., Cleveland 15, O.

SPLINEMASTER PRODUCTS CO., 25800 Groesbeck hwy., Roseville, Mich. Adjustable spline arbors and gear chucks. Albin F. Fallon, pres.; Chester J. Fallon, vice-pres., cf. engr.; Howard Cochran, wks. mgr.; Christine Sherman, pur. agt. **Adv. Agcy.**—J. DuMahaut, Book bldg., Detroit 26, Mich.

SPONGE RUBBER PRODUCTS CO., 294 Derby pl., Shelton, Conn. All types automotive sponge rubber — molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. Frederick M. Daley, pres.; William R. Todd, secy.-treas.; Ralph Holbrook, vice-pres.; Donald Spengler (plant A), Jack Montefalco (plant B), Anslem Talalay (plant D), wks. mgrs.; Wm. F. Lang, sales mgr.; John J. Corrigan, adv. mgr.; Chas. Connor, serv. mgr.; L. H. DeWyk, cf. engr.; Robt. G. Nicol, pur. agt.; Samuel Herron, traffic mgr. **Det. Rep.**—Banian Corp., New Center bldg., Detroit. **Adv. Agcy.**—Conklin Mann and Son. Conklin Mann jr., acct. exec.

SPOTRIM CORP., 15301-5 Mack ave., Detroit 24, Mich. Master pressure tester (For checking automobile cooling systems), automobile trim mouldings, experimental and production samples (metal mouldings and stampings). Wilbur B. Hughes, pres.; Burrell V. Hughes, secy.-treas.; John Mackay, gen. mgr.; Marvin Boutin, sales mgr. **Det. Rep.**—Marvin Boutin, 15301 Mack ave.

STA-PUT SIGNS CORP., 298 Fifth ave., New York 1, N. Y. Auto dealer advertising kits. H. Pepper, pres., pur. agt., bus. mgt. dir., and traffic mgr.; E. Brozen, vice-pres. and sales prom. mgr.; J. Pepper, secy.-treas., adv., sales and pub. rel. mgr.; Harry Pepper, gen. mgr. **Det. Rep.**—Max Wolfe, 19735 Moross rd. **Adv. Agcy.**—Sid N. Cottin Advertising, New York, N. Y. S. Cottin, acct. exec.

STAHL METAL PRODUCTS, INC., 3490 W. 140th st., Cleveland 11, O. Utility truck bodies for power and light and telephone companies. C. J. Stahl, pres. and gen. mgr.; Stanley Kwolek, vice-pres.; John Hay, secy. and treas.; Joe Mitchell, office mgr.; Everett Marra, engr. **Adv. Agcy.**—Sweeney and James, 510 Bulkley bldg., Cleveland 15, O. John Sorrell, acct. exec.

STAMPING PRODUCTS & MFG. CO., 6500 Mack ave., Detroit, Mich. Metal stampings, steel overhead garage doors. John Colombini, pres. and gen. mgr.; Frank De Mascio, vice-pres. and sales mgr.; George Snider, secy.; Mrs. Grace Shuman, treas.; Fred Groh, wks. mgr.; Carl J. Good, pur. agt.; Robert Bockenstette, traffic mgr.

STANDARD COTTON PRODUCTS CO., 2701 Camden ave., Flint 1, Mich. Automobile pads, cotton, sisal and jute. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy.-treas. and gen. mgr.; Eldred G. Duffy, wks. mgr.; Milton G. Warren, traffic mgr.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.** — Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit.

STANDARD FORGE & AXLE CO., INC., Hunters Station, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres. and treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr. and cf. engr.; W. R. McBride, wks. mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

STANDARD MFG. CO., Willow st., Mount Airy, N. C. Materials handling equipment, trucks, trailers, dollies, casters, wheels and tires for the automotive and aircraft industry. R. G. Ashburn, pres. and gen. mgr.; Lloyd O. Hughes, vice-pres.; J. M. Ashburn, secy.-treas.; E. C. Rankin, sales mgr.; Curtiss Long, Long Adv. Co., adv. mgr.; H. V. Vaughn, cf. engr.; George L. Caraway jr., pur. agt.; Troy M. Payne, parts and acc. mgr.

STANDARD MOTOR PRODUCTS, INC., & HYGRADE PRODUCTS DIV., 37-18 Northern blvd., Long Island 1, N. Y. Ignition products, auto-electrical products, wire and cable, carburetor kits, fuel pumps, speedometer cable and casing. E. Fife, pres.; H. O. Rosenstein, vice-pres.; L. Woda, wks. mgr.; J. F. Kenny, sales mgr.; A. Roffman, adv. mgr.; E. Kameny, cf. engr.; I. Beck, pur. agt.; N. Sills, pub. rel. mgr. **Adv. Agcy.**—Friend, Reiss, McGlone Advertising, New York, N. Y. H. Reiss, acct. exec.

STANDARD OIL CO. (Indiana), 910 S. Michigan ave., Chicago 80, Ill. Petroleum products. A. W. Peake, pres.; F. O. Prior, exec. vice-pres.; David Graham, financial vice-pres.; L. E. Harmon, secy.; W. A. Culin, treas.; A. C. Sailstad, gen. mgr.; W. I. Nunn, adv. mgr.; R. K. Byars, asst.; D. A. Monro, mgr. of pur.; Conger Reynolds, pub. rel. mgr. **Det. Mgr.**—F. J. Swindell, 1011 4th ave. **Adv. Agcy.**—McCann-Erickson, Inc. and Batten, Barton, Durstine & Osborn, Chicago, Ill.

STANDARD PRESSED STEEL CO., Jenkintown, Pa. Socket cap screws, dowel pins, shop desks, self-locking nuts, tool stands and cabinets, hand trucks, pressure plugs, steel stools. H. Thomas Hallowell jr., pres.; J. Whiting Friel, vice-pres.; William I. Kryder, secy.; James V. Lester, treas.; George A. Grade, vice-pres., sales; A. W. Scott, adv. mgr.; E. H. Wheeler, cf. engr.; J. P. Moorhouse, pur. agt. **Det. Rep.**—Daniel F. Hulgrave jr., 944 Harper ave. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. H. R. Hallowell, acct. exec.

STANDARD PRODUCTS CO., THE, 2130 West 110th st., Cleveland 2, O. Glass run channel, weatherstrip, extruded rubber, molded rubber, cloth covered rubber sealing strips, scuff plates, hard top guide assemblies, door latches, hood and trunk latches, door checks. J. S. Reid, pres. R. E. McIntyre, exec. vice-pres., secy. and treas.; F. R. Valpey, vice-pres.; R. Grant, gen. oprns.; W. H. Thourlby, dir. of cus. rel.; J. M. Hannan, asst. sales; S. I. Hall, adv. mgr. and serv. sales mgr.; B. J. Barkey, asst.; R. G. Burnham, dir. of pur.; D. R. Buschman, pub. rel. mgr. **Det. Sales Office**—316 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. W. W. Priesmeyer, acct. exec.

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. Machine keys, Woodruff keys, taper pins, machine racks, elevator guides. James B. Jamison, pres., gen. and adv. mgr.; Thomas P. Wagner, vice-pres. and treas.; S. Keith Riddle, secy.; Daniel Bingle, wks. mgr.; J. A. Jackson, sales mgr. **Det. Rep.**—A. T. Thompson, 3049 E. Grand blvd., Detroit 2.

STANDARD-THOMSON CORP., 216 S. Main st., Dayton 2, O. Spotlights, backup lights, thermostats, temperature control devices. R. N. Webster, pres.; J. E. Golob, L. G. Zarbock, R. H. Hummert, vice-presidents; F. E. Weller, secy. and treas.; R. N. Webster, gen. mgr.; C. W. Bondurant, cf. engr.; L. G. Zarbock, sales mgr.; J. P. Malmstrom, plant mgr.; Van B. Lewis, pur. agt. **Det. Rep.**—L. M. Payne Co.

STANDARD-TRIUMPH MOTOR CO., INC., 63 Wall st., New York 5, N. Y. Triumph T.R. 2 Sports Car, Vanguard. Vanguard Cadet. Above are products of The Standard Motor Company, Ltd., Coventry, England. Doretti—Product of The Swallow Coachbuilding Company (1935) Ltd., Walsall, England. Denton Massey, pres.; Miss Lillian A. Kopecky, secy. and treas.

STANDARD TUBE CO., 24400 Plymouth rd., Detroit 28, Mich. Welded steel mechanical tube, boiler tube; welded stainless steel tube. S. L. Willis, pres. and gen. mgr.; T. F. Thornton, exec. vice-pres.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy.-treas.; T. F. Marlow, vice-pres. of operations; A. R. Schumann, mgr. of sales; W. H. Linow, mgr. of orders; R. C. Ofenstein, cf. engr.; P. J. Buissono, pur. agt.; J. Goodfellow, pub. rel. mgr. **Det. Rep.** — Home office. **Adv. Agcy.** — Zimmer-Keller, Inc., Detroit, Mich. D. Gordon, acct. exec.

(Continued on Page 235)

Another parade stopper

EXPERTS BEWARE

To the 5473 New Car Dealers in PARADE Cities

Below are the automotive advertisers who have used PARADE in the past year to back up their dealers with the extra selling power of advertising in full showroom color.

Chrysler Corp.
Chrysler (Inst.)
De Soto
Dodge
Plymouth

Ford Motor Car Co.
Mercury

General Motors Corp.
Chevrolet
Oldsmobile
Pontiac

Hudson Motor Car
Hudson Cars

Nash-Kelvinator Corp.
Nash

ACCESSORIES

AP Parts Corp.
Miracle Power

Goodyear Co.
Goodyear Tires

Hastings Mfg. Co.
Casite

Simoniz Company
Simoniz Wax

PARADE traffic stories regularly stop 7 in 10 readers. PARADE, the Sunday Picture Magazine, promoted the idea of the "New Driver" sign now being tried out in several cities, and told the story in a recent issue. Traffic safety stories like these, based on original PARADE research, have won the National Safety Council Award for two successive years. The record shows these stories are read by more than 9 million people in 45 key markets from coast to coast when they appear.

Readership like this is the rule, not the exception, in PARADE. PARADE has become the best read publication in print, according to independent surveys. Advertisers in PARADE get twice as many readers per dollar of ad cost as they get from any of the big three weekday magazines. And PARADE makes an impact on Sunday that carries through and makes sales all the rest of the week.

PARADE . . . The Sunday Magazine section of 45 fine newspapers in 45 major markets . . . with more than 13 million constant readers.

Who's Who in Auto Industry

(Continued from Page 234)

STANLEY CO., INC., JOHN T., 626-662 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. W. Stanley, vice-pres.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finlay, wks. mgr.; Norman F. Dahl, sales mgr.; H. Green, cf. engr.; B. J. Adams, pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec.

STANT MFG. CO., INC., 1620 Columbia, Connersville, Ind. Electroplaters, designers, metal products. K. E. Stant, pres.; I. H. Stant, vice-pres.; T. G. Thurston, treas.; E. R. Bowden, gen. mgr. and sales mgr.; L. A. Bohlander, supt.; L. J. Smith, cf. engr.; R. J. Wright, pur. agt.; Harold E. Hasler, mgr. jobbing div. **Det. Rep.**—W. H. Garrett, 701 Basso bldg.

STAR MACHINE & TOOL CO., 201 Sixth st., S. E., Minneapolis 14, Minn. Brake relining machines, brake lining appliers, Star Hydro-Lift cranes. A. O. Wisti, owner; W. E. Wisti, gen. mgr.; J. W. Bermes, sales mgr. **Adv. Agcy.**—Claude Efnor, Minneapolis, Minn.

STAR STEEL EQUIPMENT CO., INC., 160-18 27th ave., Flushing 58, N. Y. Steel storage and wardrobe cabinets, steel clothes lockers, steel shelving, steel parts bins. J. Impell, pres.; W. Hansen, wks. mgr.; D. Schwartz, sales mgr.

STARRETT CO., L. S., Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; W. J. Greene, vice-pres. and dir. of sales; W. F. Findlay, treas.; C. G. Nordmark, adv. mgr.; A. E. Williams, cf. engr.; C. B. McMillan, pur. agt.; G. F. Kugler, traffic mgr. **Det. Rep.**—W. R. Barlow. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bugbee, acct. exec.

STEEL PRODUCTS CO., INC., P. O. Box 1007, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers, log trailers), truck bodies, truck tanks and trailer tanks. George A. Mercer, jr., chmn. of the bd.; Christopher Hammond jr., pres.; George A. Mercer III, vice-pres., Brooke Reeve jr., vice-pres.; L. H. Cassell, secy.; S. J. Kennard, sales mgr.; C. A. Inglesby, mgr., structural dept.; R. A. Jewell, cf. engr.; W. C. Tunno, jr., pur. agt.; J. A. Griner, serv. mgr.; J. C. Cheshire, gen. supt.

STELLO PRODUCTS CO., 704 S. Main, Hutchinson, Kans. Mfg. lubricating equipment, metal embossed signs, barrel pumps. W. R. Charles, sales mgr.

STEMAC INC., 1277 S. Cherokee st., Denver 19, Colo. Die cast chrome name plates, product identification plates, personalized monograms, plaques. W. E. Stevens, pres.; Everett L. McKanna, vice-pres.; George H. Hutchings, sales mgr.

STEPHENS-PECK, INC., 371 S. W. Temple, Box 1826, Salt Lake City 10, Utah. Publishing "Pecks Title Book." V. E. Peck, pres.; Leo Johnson, Allan Rogers, vice-presidents; A. D. Peck, secy.-treas.; Kieth Acord, gen. mgr.

STEPHENSON FDRY. & MFG. CO., J. O., 548 E. Fort st., Detroit 26, Mich. Step draulic, transmission jacks, engine supports, special service tools. On-A-Car, truck, bus and aircraft, static dynamic wheel balancers, wheel adjustment and correction equipment. J. O. Stephenson, pres.; J. H. Hillis, wks. mgr.

STEVENS MFG. CO., Mount Pleasant, Mich. Grille guard and utility rack. Frank E. Stevens, pres. and sales mgr.; Helen S. Stevens, vice-pres.; Arthur H. Ledbeter, secy.; Luther R. Manning treas.; Duane G. Taylor, wks. mgr.; William F. Tilton, cf. engr.

STEWART STEEL PRODUCTS, INC., 1785 E. New York ave., Brooklyn 7, N. Y. Manufacturers of all-steel station wagons: model 705, 8-pass.; model 707, 11-pass.; model 709, 15-pass. Henry Skrill, pres.; Rose Skrill, secy.; S. Henry, adv. and sales prom. mgr.; D. Sills, pur. agt.

STEWART-WARNER CORP., 1826 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, instruments (panels, speedometers, gauges, tachometers), heaters, heating equipment. J. S. Knowlson, pres.; F. A. Hiter, senior vice-pres.; E. N. Robinson, asst. to sr. vice-pres.; A. H. Busch, secy.; Fred Kirch, treas.; Geo. L. Meyer jr., vice-pres.; Gus Treffeisen, sales mgr. (Alemite and auto heater div.); George Zahn, sales mgr. instruments (distribution div.); L. L. Robb, sales mgr. (wholesale Alemite and instruments); F. R. Cross, adv. mgr.; Jack Reinsma, serv. mgr.; David Peterson, dir. of engr. and mfg.; E. N. Osterberg, dir. of pur.; R. C. Stockton, traf. mgr.; C. W. (Ted) Grange, pub. rel. mgr. **Det. Mgr.** — Earl Fiene, 10140 W. McNichols rd., Detroit, Mich. **Adv. Agcy.**—MacFarland-Aveyard Co., Chicago, Ill. A. B. Dicus, acct. exec.

STOKES TAX CONTROLS, INC., 243 W. 55th st., New York 19, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, editor and gen. mgr.; K. H. Clune, secy., subscrip. mgr.

STORM-VULCAN, INC., 2225 Burbank st., Dallas 19, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder base and stand, cylinder boring plates, kotafin polishing machines, Turbo blast washing machines, camshaft grinder, cylinder head milling machine, crankshaft straightening press. L. D. Tuttle, pres.; T. L. Kidd, vice-pres., gen. mgr.; J. L. Tuttle, secy.-treas.; Lynn Northrup, vice-pres., mgr. Turbo blast dept.; Philip T. Miner, sales mgr.; Olov Olsson, cf engr.; D. M. Slaughter, prod. mgr.

STRAHMAN VALVES, INC., 16 Hudson st., New York 13, N. Y. Water saver spray nozzles for car washing, hose stations for car washing. Herman Strahman, pres.; Theodore Strahman, vice-pres. and secy.; Herman Strahman jr., treas. and wks. mgr.; Ralph D. Jaegle, gen. mgr.; Dietrich Strahman, sales and adv. mgr.; Henry Strahman, cf. engr.; Ralph D. Jaegle, pur. agt. **Adv. Agcy.** — Picard Agency, 48 East 43rd st., New York City. D. Picard, acct. exec.

STRAN-STEEL DIV. of Great Lakes Steel Corp., Ecorse, Detroit 29, Mich. Quonset buildings, Stran-Steel framing. * J. E. Bowen, gen. mgr.; W. D. Kinsell jr., sales mgr.; H. K. Lewis, dir. information bureau. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. John Clason, acct. exec.

STRATTON EQUIPMENT CO., 2030 East 105 st., Cleveland 6, O. Portable hydraulic floor cranes, truck mount cranes, pumps, tailgate loaders carburetor throttle valves, controls, side loaders (for trucks), oil flow regulators. R. R. Stratton, pres., treas., gen. mgr.; Daniel B. Ford, vice-pres., secy.; V. H. Franzen, asst. secy., pur. agt.; L. M. Porcello, wks. mgr., cf. engr.; J. E. Barilka, parts & acc. mgr. and traf. mgr. **Adv. Agcy.**—Ohio Advertising, Cleveland, O. Paul Warren, acct. exec.

STRELINGER CO., THE CHAS. A., 149 E. Larned st., Detroit 26, Mich. Distributor of machine tools, cutting tools, power transmission equipment, material handling equipment, "Cleveland Tramrail" overhead carrying systems, industrial safety equipment, industrial supplies, grinding wheels, precision tools and gages, gears, air tools, pipe tools, electric tools. Chas. T. Bush, pres. and gen. mgr.; A. S. Bush, vice-pres.; John N. Failing, asst. vice-pres. and sales mgr., supply div.; G. Lincoln Gibson jr., treas.; V. Lee Edwards, secy. and dir. of pur.; O. Runge, contr.; Edward L. Riggs, mgr., machine tool div.; D. B. Turner, store mgr.; D. S. Turner, mgr., quotations and telephone order desks; W. J. Doherty, indus. sales div.; D. C. Henderson, adv. mgr.; H. Horn, mgr., gear dept.; E. C. Bockstahler jr., power transmission div.; Horace S. Maynard, management div.

STRICK CO., Whitaker at Godfrey, Philadelphia 24, Pa. Commercial trailers. C. Bradford Sheppard, pres.; Solomon Katz, vice-pres. and treas.; Frank E. Gordon, vice-pres.; Maida Gordon, secy.; Joseph Raffa, plant supt.; Herbert Gross, sales mgr.; Herbert Rosenfeld, pur. agt.; Arthur Schwartz, parts mgr.; Charles Bohlen, cf. engr.

STROMBERG TIME CORP., Thomaston, Conn. Time recorders, time stamps, clock systems, clocks, program instruments. D. J. Hawthorne, pres.; R. A. Hunter, vice-pres., sales mgr.; A. E. Jackson, adv. mgr., sales prom. mgr. **Det. Rep.**—W. J. Spencer, 2832 E. Grand blvd., Detroit 11, Mich.

STUBNITZ GREENE SPRING CORP., THE, 404 Logan, Adrian, Mich. Automotive seat cushion and back spring assemblies. M. Stubnitz, pres., treas., gen. mgr.; Lewis J. Stern, vice-pres.; R. B. Crowe, secy.; M. J. Palmer, vice-pres. and wks. mgr.; John P. Sanders, vice-pres. and sales mgr.; C. A. Marks, asst. secy. and asst. sales; Harold Bournes, cf. engr.; Rbt. J. Felming, vice-pres. and pur. agt.; E. H. Klinger, pub. rel. mgr.

STUDEBAKER CORP., 635 S. Main st., South Bend 27, Ind. Automobiles and trucks. Harold S. Vance, pres.; Paul G. Hoffman, chmn. of bd.; P. O. Peterson, exec. vice-pres. in chg. of prod.; C. K. Whittaker, vice-pres. in chg. of sales; H. E. Churchill, vice-pres. in chg. of engrg.; E. C. Mendler, vice-pres. in chg. of parts and access. div.; R. A. Hutchinson, vice-pres. in chg. of export div.; Paul M. Clark, secy.; E. E. Richards, treas.; A. J. Porta, compt.; C. H. Smith, gen. supt.; Paul R. Davis, gen. sales mgr.; T. F. Laughlin, asst. gen. sales mgr.; Courtney Johnson, asst. to the pres.; R. G. Hudson, mgr. of truck div. and dir. of nat'l accts.; C. F. Watson, sales prom. mgr.; R. B. Bender, gen. serv. mgr.; W. R. Walton, dir. of pub. rel.; John Soelch, dir. of pur.; C. M. Mitchell, asst. pur. agt.; J. J. Crimmins, traf. mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Chicago, Ill. J. P. Roche, acct. exec.

STUDEBAKER MACHINE CO., 1221 S. Ninth ave., Maywood, Ill. Hydraulic presses and vises. L. M. Crow jr., pres.; C. R. Mansell, gen. mgr.; I. J. Novotny, adv. mgr.; L. Beck, sales mgr.; R. Hudgins, wks. mgr.; Chris Tonne, adv. mgr.; W. W. Yaschenko, cf. engr. **Det. Rep.** — Kilpatrick & Martin, 616 Pallister ave. **Adv. Agcy.**—Jacobsen & Tonne, Chicago, Ill.

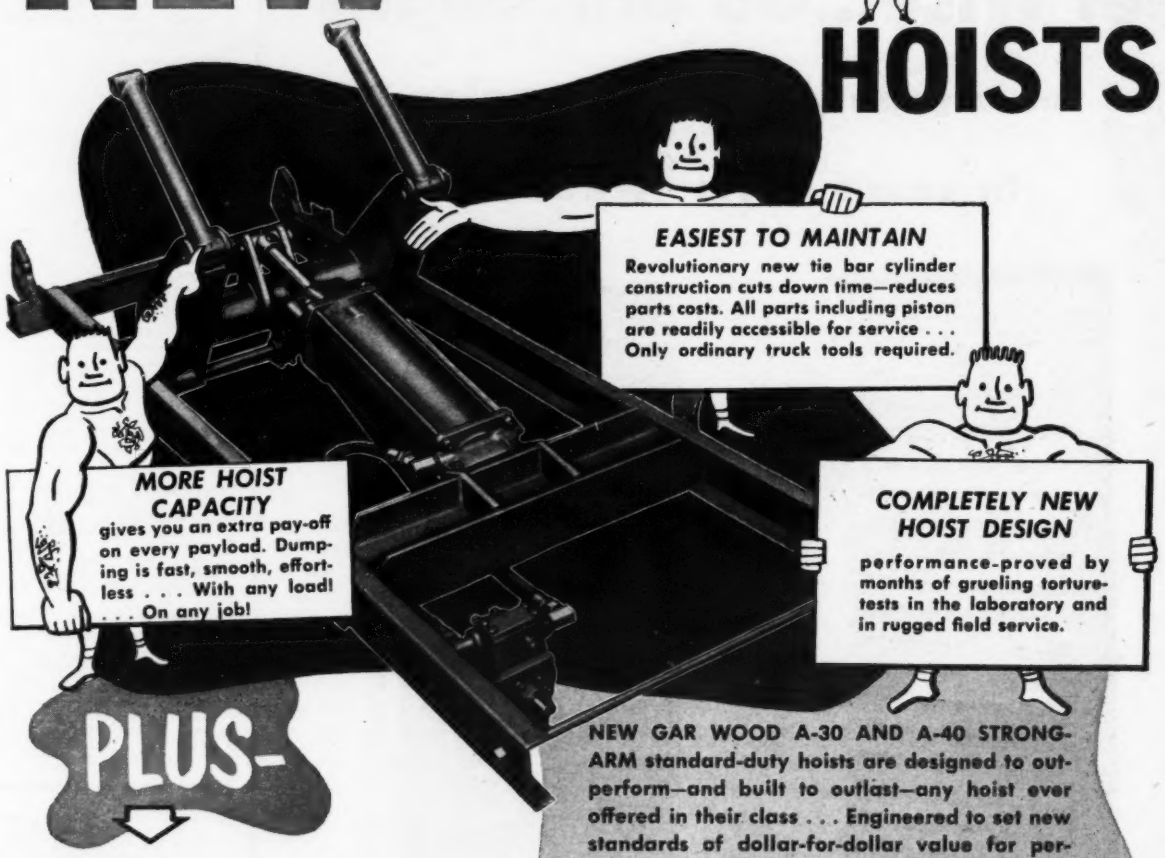
STYLECRAFT AUTOMOTIVE, 2400 San Fernando rd., Los Angeles 65, Calif. "Faisie" rear tire mounts, metal tire covers, license lights, hot rod fenders, exhaust extensions. Stanley Berman, pres., sales mgr.; G. Friedland, vice-pres.; D. Monsen, secy., treas., asst. sales; Dave Berman, gen. mgr.; K. Reilly, wks. mgr.; M. Lloyd, adv. mgr.; C. Calvin, cf. engr.; D. Berman, pur. agt. **Det. Rep.** — Max Todd, 2567 W. Grand blvd., Detroit. **Adv. Agcy.** — Edwards Agency, Los Angeles, Calif. Irwin Kurtz, acct. exec.

STYLECRAFT SPECIALTIES CO., 27940 Groesbeck hwy., Roseville, Mich. Simulated wire wheels, headlight shield marguards, fender ornaments, tire and wheel locks, Chrome-Vue visor, interior sun shade, rear window division bars. Arnold P. Capitani, pres., sale mgr. and pur. agt.; L. M. Capitani, vice-pres.; M. Locke, gen. mgr.; Gene N. Zueck, cf. engr. **Adv. Agcy.**—Sack's Studios, Detroit, Mich.

SUN ELECTRIC CORP., Administrative Office and Electronic Div., 6323 Avondale ave., Chicago 31, Ill.; also Industrial Div. Plant located in Bellwood, Ill. Scientific automobile engine diagnosis equipment; diagnosis departmental background, complete motor, distributor, generator regulator starter, speedometer, combustion, coil, condenser, vacuum, volts ampere, and battery starter testers. Power timing lights 6, 12 and 24 volts, battery chargers, generator regulator testers, oil pressure testers, alternator testers, electric tachometers and a full line of specially designed and engineered automotive and aircraft electrical test equipment built to order for civilian, military and production purposes. O. L. Rhoades, pres. and gen. mgr.; R. R. Malik, exec. vice-pres.; R. F. Christopher, vice-pres. and dir. of sales prom. and

(Continued on Page 236)

NEW Gar Wood Strong-Arm HOISTS



PLUS-

NEW GAR WOOD A-30 AND A-40 STRONG-ARM standard-duty hoists are designed to outperform—and built to outlast—any hoist ever offered in their class . . . Engineered to set new standards of dollar-for-dollar value for performance-minded, cost-conscious haulers. Model A-30 hoist rated at 8-ton capacity with 8' body; Model A-40 rated at 7-ton capacity with 10' body—in standard dump truck service.

SEE THE NEW COMPANION GAR WOOD DUMP BODIES, TOO!

- **INCREASED DUMPING ANGLE** of 55° eliminates hang-up within body. Sticky loads dump clean . . . In less time!
- **RIGID TORQUE TUBE—LEVER ARM ASSEMBLY** eliminates "one-arm" stresses even when dumping or spreading on uneven ground.
- **TRIPLE GUARD STOPS OVER-TRAVEL DAMAGE.** Oil by-pass in cylinder and cushioning spring in head prevent over-travel. Back stop halts piston at end of stroke.
- **TAPERED CYLINDER HEAD** for best lever angle with low body mounting height.
- **STRAIGHT-LINE PUMP DRIVE** on any chassis. No drive line whip . . . Less universal joint wear. Hydraulic lines are flexible, high-pressure hose.
- **ADVANCED LIFTING POINT** provides greater lifting force . . . Requires less pump pressure at rated capacities. Pump is new laminated construction.
- **RESERVE OIL CAPACITY** in cylinder head ends pump "starving." Oil supply remains constant . . . Assures unfailing dependability.

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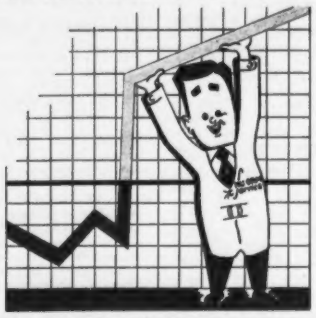
WAYNE DIVISION • WAYNE, MICHIGAN
RICHMOND DIVISION • RICHMOND, CAL.

For an eye-opening demonstration of real hauling value see these new Gar Wood "strong-arm" standard-duty hoists and bodies. Make a date with your local Gar Wood distributor today!

WORLD'S LARGEST MANUFACTURER OF DUMP BODIES AND HOISTS FOR TRUCKS AND TRAILERS

Consistent FOLLOW-UP . . . Makes the DIFFERENCE!

The NU ORM PLAN builds for Maximum Profits



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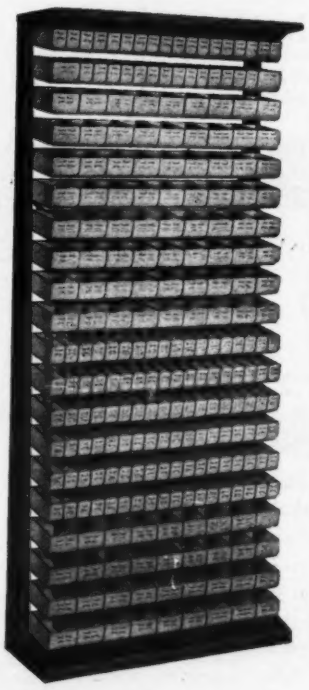
for a great big "dollar-value" in small parts BINS!



"HANDEE ANDEE" BINS

Great for stock rooms, parts depts., tool cribs, repair depts., maintenance depts. and bench assembly. Sturdily constructed for long hard use and compactly designed for maximum space saving, with "easy-to-see", "easy-to-reach", "easy-to-arrange" features. Available in 3 sizes and designed to hold 2 sizes of bin boxes in any arrangement you wish to make. Bin boxes can be removed or replaced "quick-as-a-flash".

"FLEXI" BINS

Look at these features! Sliding shelves, adjustable without bolting, slide on 1½" centers. "Snap-in" dividers snap in anywhere. 3 sizes of trays to choose from. Tray partitions slide into place in slots placed at regular intervals. Label holders travel with dividers. Gasket shelf is optional. The complete flexibility of Borroughs Bins makes installation and change-over fast and easy.

Send for literature and the name of your distributor

BORROUGHS MANUFACTURING COMPANY
SUBSIDIARY OF AMERICAN METAL PRODUCTS COMPANY
3002 N. BURDICK amp KALAMAZOO, MICH.

Who's Who in Auto Industry

(Continued from Page 235)

export div.; J. P. McCabe, vice-pres., dir. of factory sales serv. div.; W. W. Squier, vice-pres., dir. of educational training div.; E. A. Lair, vice-pres., dir. of instrument tachometer div.; J. A. Doyle, vice-pres., dir. of aircraft-government div.; V. C. W berg, vice-pres. in chg. of engrg. and research; H. M. Coffman, secy. and treas.; R. A. Bland, Eastern region sales mgr.; H. M. Lynch, Western region sales mgr.; J. M. Wagner, Central region sales mgr.; G. Cleveland, prod. mgr.; R. E. Kane, pur. mgr.; D. J. Westlake, pub. rel. mgr. Branches and technical training centers in 16 cities. **Adv. Agcy.** — Van Auken, Ragland & Stevens, 326 W. Madison st., Chicago 6, Ill.

SUN OIL CO., 1608 Walnut st., Philadelphia 3, Pa. Gasoline, motor oil and other refined petroleum products. Joseph N. Pew jr., chmn. bd. of dir.; Robert G. Dunlop, pres.; Jno. G. Pew, vice-pres.; Clarence H. Thayer, vice-pres.; Frank R. Markley, vice-pres.; John C. Agnew, secy. and treas.; Donald P. Jones, compt.; H. W. Unruh, asst. recy. and asst. treas.; H. O. Cameron, asst. secy.; Joiner Cartwright, asst. secy.; S. M. Gladney, asst. secy.; W. W. Wright, dir. and gen. sales mgr.; Storrs J. Case, adv. mgr.; Palmer D. McKay, asst. adv. mgr. for motor products; William B. Daub, asst. adv. mgr. for indust. products; Paul D. Barton, cf. engr., mfg. engr.; Raymond H. Anders, dir. of pur.; Roy A. Hurst, asst. pur. dir.; Thomas G. Rabbitt, gen. traf. mgr.; Franklyn Waltman, dir. of pub. rel. **Det. Rep.** — Regional Office, 2117 National Bank bldg., Detroit 26, Mich. **Adv. Agcy.** — Ruthrauff & Ryan, Inc., New York, N. Y. (gasoline and motor oil). Gray & Roger, Philadelphia, Pa. (industrial, wholesale and fuel oil).

SUNNEN PRODUCTS CO., 7910 Manchester, St. Louis 17, Mo. Automotive engine rebuilding equipment, pin - fitting machines, cylinder hones, rod aligners, portable crankshaft grinders, bearing sizers, mechanics' hand tools. Joseph Sunnen, pres.; Werner F. Boldt, gen. mgr.; N. H. Hale, adv. mgr.; R. S. Nichols, pur. agt. **Adv. Agcy.**—O. R. French & Assoc., St. Louis, Mo. K. J. Bayer, acct. exec.

SUPER MOLD CORP., 420 N. Sacramento st., Lodi, Calif. Tire vulcanizing, recapping and retreading equipment. G. O. Beckman, pres.; E. A. Glynn, vice-pres.; J. MacArthur, secy. and treas.; J. Fannen, wks. mgr.; L. W. Darden, sales mgr.; H. B. Rencher, asst. sales; J. M. Conley, adv. and sales prom. mgr.; R. Hugo, asst.; A. Duerksen, cf. engr.; C. R. Lohr, pur. agt.; H. W. Lohr, traf. mgr. and pub. rel. mgr. **Det. Rep.**—W. L. Gillis, 1269 Hall ave., Lakewood, O. **Adv. Agcy.**—Conley, Baltzer & Steward, San Francisco, Calif.

SUPERIOR BRASS WORKS, 312 S. Crawford, Detroit 17, Mich. Brass and bronze bushings. G. F. Langford, pres.; D. F. Sexmith, vice-pres. and gen. mgr.; Peter Jelliby, foundry supt.; Peter Costa, wks. mgr.

SUPERIOR COACH CORP., Lima O. School coaches, passenger coaches, funeral coaches and ambulances. J. H. Shields, pres.; L. H. Larsen, exec. vice-pres. and treas.; P. O. Krogh, vice-pres., mfg.; G. L. Runkle, vice-pres., engrg.; R. D. Johns, dir. of materials div.; C. D. Shields, mgr. school coach div.; J. W. Wilt, asst. mgr. school coach div.; F. C. Rees, mgr. funeral coach div.; C. D. Blauvelt, dir. of foreign sales; W. R. Roush, dir. adv. and sales prom.; H. E. Bradford, mgr. adv. div.; T. E. Shields, mgr. sales prom.; T. J. Davidson, mgr. service div.; R. E. Hunt, pur. agt.; W. D. Stewart, compt. **Adv. Agcy.**—Howard Swink Adv. Agcy., Marion, O. John Plank, acct. exec.

SUPERIOR COACH CORP., Southern Div., Kosciusko, Miss. School and passenger coaches, Pontiac funeral cars and ambulances, civil defense trailers. D. A. Shields, gen. mgr.; C. R. Schofield, gen. sales mgr.; J. R. Bidwell, mgr. funeral coach sales; W. W. McMillan, mgr. bus. sales; W. J. Miller, pur. agt.; T. O. Krogh, cf. engr.

SUPERIOR STEEL CORP., Carnegie, Pa. Strip steel; spring steel; alloy, stainless, clad metals and other specialties. Carl I. Collins, pres.; E. J. Reardon, vice-pres. opr.; E. A. Carlson, secy.; R. P. Fierst, treas.; W. M. Cowles, vice-pres. in chg. of sales; K. W. Massey, development engr.; John Bighan jr., asst. sales mgr. (stainless); F. K. Myers, asst. sales mgr. (alloy and spring steels); F. L. Fox, asst. sales mgr. (clad metals); K. W. Grube, gen. supt.; J. H. Morgan, pur. agt.; P. W. Pheneger, gen. supt. (clad metal plant); C. L. Raco, traf. mgr.; P. R. McMahon, indus. rel. **Det. Rep.**—L. D. Walters, 626 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Walker & Downing, 526 Oliver bldg., Pittsburgh 22, pa.

SUPERSITE CORP., 384 Canal Place, New York 51. Mirrors, penetrating and motor tuneup fluids, Protekt - A - Dor (door bumper). William Berk, pres.; J. I. Berk, vice-pres., adv. and sales mgr.; R. B. Berk, secy.; Rene Daon, cf. engr. **Det. Rep.**—J. T. Templeton. **Adv. Agcy.**—Geoffrey Roberts Adv. Agcy., New York.

SUPREME STEEL PRODUCTS, INC., 52-55 74 st., Masper, L. I. 78, N. Y. Steel wardrobe and storage cabinets, steel lockers, steel shelving, steel automotive parts and hardware bins. Martin Pollack, pres.; Jacob A. Lichtenfeld, vice-pres.; Eva Dainoff, secy.; Julius A. Lichtenfeld, gen. mgr.; John Posa, wks. mgr.; Wm. Eisenbaum, sales mgr.; F. Stolowich, traf. mgr. **Det. Rep.**—Rayhaven Equip. Co.

SURE RITE PRODUCTS CO., 3810 North 19th st., Philadelphia 40, Pa. Blok-Seal, spark plug cleaner, windshield wiper hose, cork gaskets (head gasket sets), jack oil, tire white, radiator stop leak, cooling system cleaners, fabric cleaners, Sure-Plate (for resilvering headlight reflectors), Kleerust, car wash, shock and knee action oil. Samuel Haisfield, pres., pur. agt.; Eugene I. Paul, vice-pres., parts and acc. mgr.; R. M. Paul, secy.; B. Haisfield, treas.; Martin Haisfield, gen. mgr.; Charles E. Paul, wks. mgr.; William Wilson, sales mgr.; Charles A. Murland, asst. sales; Fred Leff, adv. mgr.; Sidney Semel, asst.; Jack Silk, sales prom. mgr.; S. Cox, cf. engr.; Robert W. Luke, traf. mgr. **Adv. Agcy.**—E. E. Engleman, Philadelphia, Pa.

SUSQUEHANNA MILLS, INC., 404 Fourth ave., New York 16, N. Y. Auto seat cover fabrics. Kenneth B. Cook, pres.; Stanley F. Banss, vice-pres.; Wm. J. McDonald, secy. and treas.; John M. Byrnes, plastics and automotive fabrics; W. A. Kerstetter, gen. mgr. Sunbury plant. **Adv. Agcy.**—(automotive fabrics only) — MacManus, John & Adams, Bloomfield Hills, Mich. E. Jones, acct. exec.

SWACO PRODUCTS CORP., 204-08 Jamaica ave., Hollis, L. I., N. Y. Whitewall tire cleaner, hand cleaners, garage floor cleaners. S. Woursell, pres. and wks. mgr.; F. Klemm, secy. **Det. Rep.**—J. D. Federbusch.

SWAN RUBBER CO., 436 E. Mansfield st., Bucyrus, O. Garden and air hose, heater hose for replacement and original equipment. M. G. Nussbaum, pres.; Fred C. Ward, vice-pres. and treas.; R. W. Priebe, secy. and pur. agt.; Cody Ressegger, wks. mgr.; M. W. Miller, sales mgr. and adv. sales prom. mgr.; C. B. Jacobs, cf. engr.; J. C. Fletcher, traf. mgr. **Det. Rep.**—Allen & Anderson Co., 212-214 Briggs bldgs., Birmingham, Mich. **Adv. Agcy.**—Belden & Hickox, Cleveland, O. Jack Bunting, acct. exec.

SWANNEY, McDONALD & WILLIAMS, 2929 N. Ontario st., Burbank, Calif. Stainless steel automotive stampings. Harry L. Williams, partner. **Det. Rep.**—Max A. Todd, 226 Boulevard Temple bldg., 2567 W. Grand bldv., Detroit 8, Mich.

SWEET CO., H. C., 24396 W. Seven Mile rd., Detroit 19, Mich. Marking machine for service shop floors, lanes, etc. Harold C. Sweet, pres.; Herbert O. Bailey, sales mgr. **Adv. Agcy.** — Tech Ad., Detroit, Mich.

SWIFT ALL-STEEL BODY CO., INC., 106 Hoyt st., Saginaw 29, Mich. All-steel truck bodies, meat bodies, urban bodies, bakery bodies, etc. Stanley H. Swift, pres., treas.; M. F. Swift, vice-pres.; Lyman J. Goes, secy.; W. H. McGraw, sales mgr.; Henry Pawlick, asst. to pres., traf. mgr. and pur. agt. **Det. Rep.**—W. H. McGraw, 3020 E. Grand blvd., Detroit. **Adv. Agcy.** — Bradford-LaRiviera, Inc., 205 N. Jefferson, Saginaw, Mich.

SWIFT MANUFACTURING CO., Columbus, Ga. Woven fiber seat cover material, cotton trim cloth, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Paul K. McKenney jr., vice-pres. and compt.; M. W. Andrews, vice-pres.; G. L. Williams, vice-pres. and secy.; H. A. Fuller, treas.; E. A. Bentley, supt.; **Seat Cover Sales Division:** M. W. Andrews, vice-pres.; F. F. Hamburger.

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TALBOT'S AUTOMOBILE INVENTORY SERVICE, 124 S. Woodward ave., Birmingham, Mich. (a suburb of Dettroit). Parts and accessories inventories for any car manufacturer's dealers—"Buy and Sell" specialists. Inventories of shop tools and equipment and office furniture and fixtures taken. F. W. (Bill) Talbot, owner.

TAPLEY PRODUCTS, 53 Park Place, New York 7, N. Y. Brake testing meters, brake efficiency indicators, performance and gradient meters. Gordon B. Dick; Kenneth C. Dick, co-owners. **Adv. Agcy.**—Richard & Gunther, New York, N. Y.

TAYLOR CHAIN CO., S. G., 3 - 141st st., Hammond, Ind. Tire chains and accessories for passenger cars, trucks, buses, and tractors. T.M. tow chains, T.M. auto sling chains. E. W. Taylor, pres.; O. W. Sandstrom, vice-pres. sales, adv., sales prom. mgr.; R. G. Oliver, secy., pur. agt.; S. G. Taylor jr., treas.; E. W. Chapman, asst. sales; E. K. Phares, cf. engr. **Adv. Agcy.**—Jones & Taylor & Assoc., 407 National Bank bldg., South Bend 1, Ind. Mr. Charles G. Hohman, acct. exec.

TAYLOR INSTRUMENT COMPANIES, Ames st., Rochester 9, N. Y. Industrial instruments for indicating, recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, chmn. of bd.; R. E. Olson, pres.; H. J. Noble, exec. vice-pres. and treas.; R. C. Mertz, secy.; E. C. J. Purton, com'l sales mgr.; A. J. Fleig, indus. sales mgr.; Frank S. Ward, gen. sales mgr.; W. W. Lockwood, adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; R. E. Clarridge, cf. engr.; C. D. Hart, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traf. mgr.; W. Corwin, pub. rel. mgr. **Det. Rep.**—Coon DeVisser Co., 2051 W. Lafayette blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Buffalo, N. Y. Champion Titus, acct. exec.

TECHNICAL TAPE CORP., W. 177th st. and Harlem River, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, masker. Paul Cohen, chmn. of bd.; Maxwell I. Schultz, pres.; Jerome F. Cohen, vice-pres., secy.; Charles Katz, vice-pres., dir. of pur.; Peter Smillie, vice-pres., dir. of sales; Thomas Taverna, vice-pres., dir. of engrg.; Louis S. Heyman, compt.; William Jacobs, traf. mgr.; Mario Perri, prod. mgr.; Joe Greenman, ch. chem.; Paul Shalita, dir. of research. **Det. Rep.**—Wm. Dougherty, 6432 Cass ave.

TECHNICAL TEXTILE CO., 4640 Large st., Philadelphia 24, Pa. Plastic cloth for seat covers. Morris Davidson, pres.

TEL AUTOGRAPH CORP., 16 W. 61st st., New York 23, N. Y. Intercommunication systems. G. M. Szabad, pres.; R. J. Keller, vice-pres. sales, and secy.; S. Spilka, treas.; T. Duncan, wks. mgr.; J. J. Deane, asst. sales; W. H. Trotter, adv. mgr.; F. X. Campbell, serv. mgr.; E. Cahoon, cf. engr.; W. Wilkins, pur. agt. **Det. Rep.**—C. H. Huber, 140 Madison ave., Detroit. **Adv. Agcy.**—Gotham Adv. Agency, New York, N. Y. A. Kron, acct. exec.

TEMPLETON, INC., J. T., 6432 Cass ave., Detroit, Mich. Manufacturers and sales for Travalite (overhead electric cord and hose suspension systems); national sales for Pickwick Co. (spring boosters); factory sales representative for: Morgan Wheel and Equipment Co. (coil spring spacers, caster and camber shims, wedges and wheel balancers), Supersite Corp. (automobile mirrors), Flower City Specialty Co. (Monkey links), Melvin G. Miller Co. (Ti-Tu brackets and Dee-Vi-Dor brackets), Miller-Henderson Co. (truck tire removers). J. T. Templeton, pres. **Adv. Agcy.**—Holden, Clifford, Flint, 16180 Wyoming, Detroit, Mich. Robert LaRue, acct. exec.

TEXAS CO., THE, 135 E. 42nd st., New York 17, N. Y. Petroleum products. J. S. Leach, chmn. of bd.; A. C. Long, pres.; R. F. Baker, exec. vice-pres.; O. J. Dorwin, vice-pres. and gen. counsel; J. W. Foley, vice-pres. and asst. to chmn. bd. of dir.; C. B. Barrett, G. E. Bryant, E. R. Filley, J. W. Foley, M. Halpern, A. N. Lilley, L. H. Lindeman, A. M. Ottignon, J. H. Pipkin, R. L. Saunders, Torrey H. Webb, J. T. Wood jr., vice-presidents; W. G. Elicker, secy.; Robert Fisher, treas.; E. C. Breeding, compt.

TEXTILEATHER CORP., 607 Madison ave., Toledo 3, O. Pyroxylin and vinyl resin-coated fabrics and unsupported

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Who's Who in Auto Industry

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vinyl film, fabric headlining, panel boards, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippman, pres.; G. H. McGreevy, vice-pres. in chg. of sales; deF. Lott, vice-pres. in chg. of development; W. F. Webb, secy.-treas.; J. S. Mather jr., gen. sales mgr.; J. E. Rowland, asst. sales mgr.; Stanley Sexton, automotive sales mgr.; L. L. Frost jr., adv. and sales prom. mgr.; W. A. Schumacher, pur. agt.; D. A. Davis, asst.; P. S. Ridley, cf. engr.; R. E. Deitmeyer, traf. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Beeson and Reichert, Toledo Trust bldg., Toledo, O. Clyde Sussex, acct. exec.

THERMOID CO., Trenton, N. J. Brake linings, clutch facings, hydraulic brake parts and fluid, radiator hose, automobile carpeting, industrial hose, belting. George S. Fabel, pres.; R. H. Temple, treas.; J. A. Lafferty, secy.; L. C. Ward, vice-pres., special sales div.; G. S. Lamson, vice-pres., mgr. replacement div.; Carl Schell, vice-pres., cf. engr.; R. R. Stevenson, compt.; Bert Peterson, adv. mgr.; D. A. Fruland, pur. dir.; Ward Mount, traf. mgr. **Det. Reps.** — D. H. Andrews, R. Wise, E. Kary, Ray Balbach, Frank Colosimo, Thermoid Co., 7310 Woodward ave., Detroit 2, Mich. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia 2, Pa. M. A. Goldman, acct. exec.

THEXTON MFG. CO., 1313 Winter st., Minneapolis 13, Minn. Piston expanders, tuning bolts, gas line repair fittings, oil regulators, lock ring spacers, firing indicators, valve plungers, starter terminal repair stud. Glen J. Worel, pres. and gen. mgr.; James W. Worel, vice-pres., sales and adv. mgr.; Loren P. Tichy, secy.; Kingsley Day, treas. **Adv. Agcy.**—Olmstead & Foley, Minneapolis, Minn.

THOMPSON PRODUCTS, INC., 23555 Euclid ave., Cleveland 17, O. Automotive and aircraft parts. F. C. Crawford, chmn. of bd.; J. D. Wright, pres.; L. M. Clegg, vice-pres.; A. T. Colwell, vice-pres.; J. H. Coolidge, vice-pres., finance; R. S. Livingstone, vice-pres., per.; L. W. Reeves, vice-pres., special prod. div.; H. D. Bubb, vice-pres., Tapco plant; E. C. Breisford, treas.; E. H. Jones, secy.; E. F. Gibian, chg. ind. engrg.; G. R. Moore, mgr. valve div.; J. B. Gates, mgr. special prod. div.; Phil Somerlad (service div.), sales mgr.; E. T. Syvertsen, gen. mgr. (service div.); E. P. Riley, mgr. accessories div.; F. R. Witt, dir. of adv.; K. M. Bartlett, dir. of research and mgr. metallurgical prod. div.; G. N. Hackett, pur. agt.; R. Bosch, pur. agt., Tapco plant; L. C. Schmetzer, traf. mgr. **Det. Rep.**—Ralph Minke, Fisher bldg., Detroit. **Adv. Agcy.** — Griswold-Eshleman Co., Cleveland, O. S. K. Beetham, acct. exec. **Adv. Agcy.** for Tapco plant—Meldrum & Fewsmith.

THOMPSON PRODUCTS, INC., Michigan Div., 7881 Conant ave., Detroit 11, Mich. Steering linkages, rods, and miscellaneous chassis parts for passenger cars. M. P. Graham, gen. mgr.; C. W. Ohly, asst. gen. mgr.; M. H. Alldredge, sales mgr.; James McCracken, asst. sales mgr.; J. H. Booth, cf. engr.; Roy Lesnew, pur. agt.; John W. Drake, pub. rel. mgr.; O. J. Gurwell, contr. **Adv. Agcy.**—The Griswold-Eshleman Co., Cleveland, O.

THOMPSON & SON CO., HENRY G., 277 Chapel st., New Haven, Conn. Hack saw blades, metal and wood cutting band saw blades. D. W. Northrup, pres.; A. W. Tucker, vice-pres., sales and adv. mgr.; D. C. Smyth, treas. and secy.; J. T. Barrett, asst. treas.; M. J. Radecki, wks. mgr.; Frank W. Wandyes, cf. engr.; H. W. Delano, pur. agt. **Adv. Agcy.** — Hugh Graham & Assoc., Inc., New Britain, Conn. Stanley Lindh, acct. exec.

THOR POWER TOOL CO., 175 N. State st., Aurora, Ill. Air and electric portable tools, impact wrenches, drills, screwdrivers, nut setters, grinders, sanders, polishers, valve refacers, valve seat grinders, 180 cycle high frequency electric production tools, 360 cycle high frequency electric production tools. Neil C. Hurley jr., pres.; W. A. Nugent, exec. vice-pres.; J. A. McGuire, secy.; J. A. Lind, treas.; J. A. Hill, vice-pres., sales mgr., gen. mgr.; M. T. Murray, vice-pres., mfg.; J. F. Corkery, electric tool sales mgr.; G. A. Thoma, sales prom. mgr.; W. G. Mitchell, dir. of engrg.; G. C. Wicks, pur. agt.; J. A. McGuire, parts and acc. mgr.; John Tolian, traf. mgr.; R. P. Budler, pub. rel. mgr. **Det. Rep.**—J. B. Dempsey, 15605 Woodrow Wilson. **Adv. Agcy.**—Conner Associates, Aurora, Ill. Roy Conner, acct. exec.

TIDE WATER ASSOCIATED OIL CO., 17 Battery pl., New York 4, N. Y. Gasoline, motor oils, gear and chassis lubes, industrial oils and greases. D. T. Staples, pres.; H. A. Jackson, vice-pres.; E. F. McCabe, vice-pres. and gen. sales mgr.; K. R. Hankinson, treas.; W. J. Burker, secy.; R. F. Carrier, F. D. MacEachern, D. E. Hoffman, asst. gen. sales mgrs.; F. L. Frost, adv. mgr.; A. R. Senftleben, sales training and prom. mgr.; Arthur Jungdahl, pur. agt.

TIDE WATER ASSOCIATED OIL CO., Western Div., 79 New Montgomery st., San Francisco, Calif. Petroleum products. David T. Staples, pres.; J. P. Edwards, exec. secy.; W. A. Sloan, regional treas.; W. A. Reanier, sales mgr.; Walter Brunn, asst. sales; Harold R. Deal, adv. and sales prom. mgr.; A. P. MacKillop, pur. agt. **Adv. Agcy.**—Buchanan & Co., San Francisco, Calif. John Vince, acct. exec.

TILLOTSON MFG. CO., 761-769 Berdan ave., Toledo 12, O. Carburetors and gasoline fuel strainers. H. R. Schausten, pres., gen. mgr., sales and adv. mgr.; A. E. Payne, vice-pres. and wks. mgr.; J. Harold Bones, secy. and treas.; E. A. Petsch, serv. mgr.; B. C. Phillips, cf. engr.; H. F. Bowlin, pur. agt.; C. Grau, traf. mgr. **Adv. Agcy.** — Miller Agency Co., 2144 Madison ave., Toledo, O.

TIMBERLOCK CORP., 1801 W. "B" st., Hastings, Nebr. Truck bodies, wagon boxes and truck dump hoists. Jack Binderup, mgr.; Irl Anspach, plant supt.

TIMKEN-DETROIT AXLE DIV., Rockwell Spring and Axle Co., 100-400 Clark ave., Detroit 32, Mich. Front axles — driving and non-driving; rear axles—single speed, double reduction, two-speed double reduction, hypoid-helical; worm and double reduction tandem drive rear axle units; transfer cases, torque dividers and brakes for motor trucks and motor buses; trailer axles and brakes; transmissions, final drives and brakes for tractors and self-propelled farm implements, industrial truck driving axles, special drives and brakes for industrial machinery, forgings and stampings. Willard F. Rockwell, chmn., of bd.; Robert C. Enos, pres.; F. W. Parker jr., exec. vice-pres.; C. C. Bartell, vice-pres. sales; P. V. Osborn, vice-pres. mfg.; N. R. Brownyer, vice-pres. field service engrg.; R. M. Hays, vice-pres. trailer div.; R. H. Trese, vice-pres.; T. A. Crawford, vice-pres.; A. I. Hawkins, vice-pres.; G. J. Finzel, compt.; Walther F. Scheel, cf. engr.; N. S. Lincoln, sales mgr. auto div.; Donald G. Carr, adv. mgr.; K. P. Hayes, gen. serv. mgr.; V. E. Gumbleton, dir. of pur.; J. L. Griffin, pur. agt.; E. L. McClain, dir. of traf. **Adv. Agcy.**—MacFarland, Aveyard & Co., 333 Michigan ave., Chicago 1, Ill. Allen B. Dicus, acct. exec.

TIMKEN ROLLER BEARING CO., Canton 6, O. Tapered roller bearings, removable rock bits, alloy steel, seamless steel tubing. W. E. Umstattd, pres.; H. E. Markley, secy.; G. L. Deal, treas.; W. B. Moore, vice-pres.; P. J. Reeves, dir. of sales; R. M. Riblet, cf. engr.; D. A. Bessmer, vice-pres.; I. R. Wagner, traf. mgr.; S. T. Salvage, adv. mgr.; P. E. Young, dir. of pur. **Det. Rep.** — E. W. Austin, 3107 W. Grand blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Cleveland, O. Elmore Haring, acct. exec.

TIMME & SON, E. F., 1 Park ave., New York 16, N. Y. Pile fabrics. William E. Roschen, general partner; Ellis Leach, gen. mgr.; William Van Schalscha, asst. gen. mgr. **Det. Rep.**—William J. Ulrich, 732 Fisher bldg., Detroit 2.

TINIT MFG. CO., INC., 1635-39 Platte st., Denver 2, Colo. Soldering tinning compound, soldering paste, soldering salts, welding-brazing flux, hand cleaner. Norval Olsen, pres., sales mgr.; George A. McElroy, vice-pres.; E. M. Olsen, secy., treas.; David M. Vaughan, adv. mgr. **Adv. Agcy.**—David M. Vaughan, P. O. Box 2824, Denver, Colo.

TITEFLEX, INC., 500 Frelinghuysen ave., Newark 5, N. J. Passenger car, truck and bus lines, automotive replacement lines, expansion-type bellows, gas and oil filter lines (flexible all metal hose); radio ignition shielding; flexible waveguides; electrical connector. Elbert E. Husted, pres.; Henry S. Elder, exec. vice-pres.; James McBean, treas.; G. J. Wygant, gen. sales mgr.; E. E. Husted III, asst. gen. sales mgr.; John J. Phillips, vice-pres. in chg. of engrg. and sales; Charles Wilde, cf. engr.; T. J. McKeown, pur. agt.; William Pitcairn, adv. mgr. **Det. Rep.** — E. C. Frank, Book bldg., 1249 Washington blvd., Detroit 26. **Adv. Agcy.**—J. F. Arndt & Co., Inc., 160 North 15th st., Philadelphia 2, Pa. Norton J. Bond, acct. exec.

TOBIN-ARP MFG. CO., 6400 Penn ave. S., Minneapolis 23, Minn. Line boring and shell bearing boring machine, rod boring attachment, pin fitting machine, king pin fitting machine, parts cleaning equipment, valve facers and valve seat grinders. E. A. Arp, pres. and cf. engr.; H. S. Kedney, exec. vice-pres., treas. and gen. mgr.; Arnold W. Larson, vice-pres., sales and serv.; Jack M. Taylor, secy. and compt.; Harold A. Johnson, prod. mgr. **Adv. Agcy.**—E. W. Sann & Assoc., Minneapolis, Minn.

TOKHEIM CORPORATION, 1602 Wabash ave., Fort Wayne 1, Ind. Service station

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Who's Who in Auto Industry

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pumps and acces., hand pumps, power pumps and portable air compressors, and oil display cabinets. E. S. Higginbotham, chmn. of bd. and pres.; J. M. Huguenard, vice-pres. and gen. sales mgr.; D. Cunningham, vice-pres. and secy.; H. J. Mammoser, vice-pres. and treas.; L. R. Frazier, sales mgr., gasoline pumps; F. H. Loos, adv. mgr.; Wm. Louthan, serv. mgr.; J. R. Laughlin, pur. agt.; Ralph Blue, traf. mgr. **Det. district mgr.**—H. B. Gavigan. **Det. Rep.** — Earl Parrish, 8-168 General Motors bldg. **Adv. Agcy.**—Jones & Taylor and Assoc., South Bend, Ind.

TOLEDO STEEL PRODUCTS CO., 3300 Summit st., Toledo 11, O. Motor and chassis replacement parts. C. L. Kahlert, gen. mgr.; H. M. Brown, div. contr.; H. K. Lang, asst. mgr.; H. S. Riley, sales mgr.; R. H. Wetherington, G. A. Poe, R. E. Davis, regional sales mgrs.; R. M. Schoonover, adv. mgr.; R. L. Allen, serv. engrg. mgr.; R. Colvin, pur. agt.; H. Glasper, traf. mgr. **Det. Rep.** — J. S. Semanson. **Adv. Agcy.** — Ruthrauff & Ryan, Inc., Detroit, Mich.

TONE MFG. CO., 706 Jefferson ave., S.E., Grand Rapids 3, Mich. Auto Polish and Cleaner, Fish-Eye Killer. Frank M. Curran, pres.; Henry C. Geen, vice-pres. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

TOPPER EQUIPMENT CO., 120 Central ave., Clark Township (Rahway) N. J. Degreasing solvents, vapor degreasers, parts cleaners, steam cleaners. Melville Morris, pres. and treas.; Carl T. Morris, vice-pres.; Jerome Scherzer, asst. secy.; Albert DeLoskey, wks. mgr.; Henry Stanly, tech. serv. mgr.; Kenneth Hirtle, cf. engr.; Lawrence Bucco, pur. agt. **Det. Rep.** — Jack Lawson, 400 Midland ave., Detroit 3. **Adv. Agcy.**—Mercready, Handy & Van Den Burgh, Newark, N. J. Herb Mercready, acct. exec.

TOPPS-ALL PRODUCTS CO., 3815 Tibbett ave., New York 63, N. Y. Cleaners, polishes, spot removers, tar and wax removers, white tire paint and cleaner, rubber dressing in black, brown and grey, hand cleaners, rubbing and buffing compounds, bug and rust removers, and garage floor cleaners. Edwin Cohn, pres. and gen. mgr.; Mac Gershon, secy.; Oscar V. Smith, wks. mgr. **Adv. Agcy.**—Furman Co., New York, N. Y.

TORQUE MFG. CORP., 5239 Tillman ave., Detroit 8, Mich. Teddy Torque line of replacement universal joints, journal assemblies and repair kits. Eli Bevine, pres., sales mgr.; Henry Borgman, vice-pres., A. E. Levine, secy.; Aaron Friedman, cf. engr.

TORRINGTON CO., Field st., Torrington, Conn. Torrington needle bearings. W. C. Thompson, pres.; R. B. Nichols, exec. vice-pres.; B. T. Virtue, gen. sales mgr.; W. W. Bielock, secy.; F. A. Pearce, treas.; M. E. Berglund, vice-pres. mfg. and wks. mgr.; E. B. Thompson, sales mgr. brgs.; D. E. Lewis, asst. sales mgr. brgs.; W. J. St. Onge, adv. mgr.; R. H. White, cf. engr.; W. G. Cruess, pur. agt.; F. W. Sanders, W. V. Viering, asts. **Det. Rep.**—R. G. O'Connell, 16881 James Couzens hwy. **Adv. Agcy.**—Hazard Advertising Co., 295 Madison ave. at 41st, New York 17, N. Y. D. B. Foresman, acct. exec.

TOW BAR SALES CO., 40 S. Clinton st., Chicago 6, Ill. Exclusive factory distributors automobile towing equipment, truck tow bars and saddles, protecto covers, carrying bags and all steel carrying cases, safety chains, parts, etc. Jack: Combination transmission and differential for trucks and autos. Ben Goldberg, gen. mgr., pur. agt.; Myrtle Karus, secy.

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TRACTOR AND IMPLEMENT DIV., Ford Motor Co., 2500 E. Maple rd., Birmingham, Mich. Irving A. Duffy, vice-pres. and gen. mgr.; M. D. Hill, asst. gen. mgr.; B. A. Best, contr.; O. L. Wigton, gen. sales mgr.; John Zich, implement sales mgr.; J. F. Pedder, David Meeker, R. B. Robins, asst. gen. sales mgrs.; W. E. Butler, serv. mgr.; Donald Sawyer, parts and acc. mgr.; R. E. Hunt, gen. mfg. mgr.; Dale Roeder, cf. engr.; I. R. Kappler, gen. pur. agt.; E. L. Sparrow, training dept. mgr.; W. T. Murphy, pub. rel. mgr.

TRAFFIC TRANSPORT ENGRG., INC., 14301 Schaden ave., Dearborn, Mich. Automobile transport trailers, racks, dunnage, special trailers. C. C. Stuart, pres.; A. J. D'Anna, secy.; L. Lawson, treas.; A. J. Maranowski, cf. engr.; E. A. Gotz, pur. agt.

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TRAINER NATIONAL SPRING CO., 700 N. Main st., New Castle, Ind. Flat leaf chassis springs, special shapes of flat and round stock. Felix R. Trainor, pres. and gen. mgr.; Mrs. F. J. Trainor (inactive), vice-pres.; C. A. Trainor, secy., treas.; Alva E. Carver, wks. mgr.; M. J. Hartzell, sales and adv. mgr.; H. E. Lonabaugh, pur. agt.; Gerald Bowman, traf. mgr.

TRANSUE & WILLIAMS STEEL FORGING CORP., 562 W. Ely st., Alliance, O. Drop forgings, metal stampings, overhead conveyor chain. J. C. Redmond, pres.; E. M. Cook, exec. vice-pres.; C. W. Bidwell, secy. and treas.; H. C. Martin, pur. agt.; Frank Johnson, traf. mgr.; J. A. Over, dir. of mfg. (forging); Ed. Glauser, gen. supt. (stamping); J. W. Ament, sales mgr. (forging); C. J. Brunn, sales mgr. (stamping); G. E. Williams, cf. engr. (forging); Ford Hoffman, cf. engr. (stamping). **Det. Rep.**—R. E. Hess, 4040 Oakman blvd. (forging), Detroit 4, and J. F. Bell (stamping), 501 Curtiss bldg., Detroit. **Adv. Agcy.**—The Lee Donnelley Co. (forging), 734 Union Commerce bldg., Cleveland, O. Wearstler Adv., Inc. (stamping), 819 Home Savings & Loan bldg., Youngstown 3, O.

TRANTER MANUFACTURING, INC., 735 E. Hazel st., Lansing 4, Mich. Refrigeration truck holding plates, refrigeration lowsides, "Kold trux" on the road truck refrigeration, tank heating plate coil. J. R. Tranter, pres.; J. H. Flewelling, treas.; H. E. Guyselman, exec. vice-pres.; J. R. Tepfer, gen. sales mgr.; C. P. Yoder, asst. gen. sales mgr.; Mrs. L. S. Worthington, secy., adv. sales prom. and pub. rel. mgr.; C. I. Bloomquist, cf. engr;. Martin C. Nolen, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. Robert E. Jaqua, acct. exec.

TREGLOWN CO., INC., 137 South ave., Fanwood, N. J. Piston sealing compound, oil additive-solvents, cold solder materials. George C. Treglown, pres. and treas.; Raymond C. Bouquio, vice-pres. and secy.

TRIANGLE JACK, INC., THE, 1208 S. Washington, Wichita 9, Kan. Chain jack for all automobiles, triangle safety jack, — FS model, heavy duty, Ser-Vis-All wheel dollie, JEM sump shovels. T. R. Breed, pres. and gen. mgr.; Frank Elmore, vice-pres.; E. L. Herzer, secy.; Dwight McIntyre, wks. mgr., cf. engr.; S. Paulsen, asst. sales mgr., pur. agt.; Jerry Kemper, adv. mgr., serv. mgr., dir. **Det. Rep.** — W. G. Kinmont, 6432 Cass ave., Detroit, Mich. **Adv. Agcy.** — McCormick-Armstrong, Wichita, Kans.

TRICO PRODUCTS CORP., Buffalo 3, N. Y. Windshield wipers, windshield wiper blades and arms, automatic windshield washers, vacuum operated window lifts, vacuum horns, vacuum pumps for wipers and power brakes. J. R. Oishei, pres.; R. J. Oshei, vice-pres.; G. E. Spencer, sales mgr. replacement parts div.; R. S. Garrick, mdse. mgr.; C. J. Jennings, pur. agt. **Det. Mgr.**—C. E. Larson, General Motors bldg., Detroit, Mich. **Adv. Agcy.** — Baldwin Bowers & Strachan, Buffalo, N. Y.

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TRIPPE MFG. CO., 609 W. Lake st., Chicago 6, Ill. Fog lights, driving lights, spotlights, police and ambulance flashing lights, infra-red dryers (portable), cooling system cleaners. G. Trippe, pres.; S. H. Moss, secy.; Arnold Abrams, off. mgr. **Adv. Agcy.**—J. L. Stewart Agency, Chicago, Ill. J. L. Stewart, acct. exec.

TROY BLANKET MILLS, 16 East 34th st., New York City 16, N. Y. Luggage compartment linings, jute felt. Geo. K. Ripley, pres. (Troy, N. H.); Ed. J. Russell, vice-pres., pur. agt. and wks. mgr. (Troy, N. H.); F. F. Ripley, treas. (Troy, N. H.); Ray H. Bogert, sales mgr.; Alden F. Clay, asst. sales mgr.; K. V. Allen, traf. mgr. (New York). **Det. Rep.**—J. Y. Cutler, 222 W. Adams st., Chicago, Ill. **Adv. Agcy.** — H. B. Humphrey, Alley & Richards, New York, N. Y. Chas. Holcomb, acct. exec.

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TRUCK INDEX, INC., P. O. Box 622, Main Post Office, San Francisco 1, Calif. The Truck Index (digest of specifications and equipment of current - model new trucks). L. C. Nielson, pres.; M. E. Young, vice-pres.; M. M. Nielson, secy.

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TRUK-A-DOOR CO., 2457 Woodward, Detroit 1, Mich. Truk-a-Door (Swing up type doors for trucks and trailers). Split Cross-Bo (Cross bows for open top trucks and trailers). B. L. Quarnstrom partner; Cass B. Kale, partner, sales mgr. **Adv. Agcy.**—Livingston-Koster, Detroit 1, Mich.

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TURBO MACHINE CO., Lansdale, Pa. Spontane steam cleaner. Robert F. Lawrence, prod. mgr.. **Adv. Agcy.**—William Jenkins Advertising, Inc., Phila. 2, Pa. R. M. Dillett acct. exec.

TURCO PRODUCTS, INC., 6135 S. Central ave., Los Angeles, Calif. Carbon remover, steam cleaning compounds, automotive body, truck and bus washing compounds, Dye penetrant flaw location process, solvent emulsion cleaners, carburetor and small parts cleaner, nonconductive safety solvent for cleaning electrical equipment, heavy-duty hot tank cleaning compound, concrete floor cleaning compound, nonflammable paint remover, masking materials for paint booth walls and fixtures, corrosion and rust preventive compound for metals. S. G. Thornbury, pres.; Lulu D. Robertson, vice-pres.; D. M. LeVasseur, secy.; Sidney E. Smith, treas.; D. T. Buist, sales mgr.; S. B. Van Dyne, adm. asst. to sales; D. Miller, sales coordinator; C. F. Devine, adv. sales prom.; A. H. Dekker, pur. agt.; Don Eckroad, asst. pur. agt. **Det. Rep.**—A. K. Beard (div. mgr.), Chicago. **Adv. Agcy.** — Abbott Kimball, Los Angeles, Calif.

TURK CORP., C. K., 1122 Mishawaka ave., South Bend 15, Ind. Caravan tops, tailgate steps, tent, awnings and other canvas items. C. K. Turk, pres., treas.; J. Coy McGee, gen. sales mgr.; R. C. Turk, vice-pres.; J. W. Nalls, vice-pres.; K. Bockover, pur. agt. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill.

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Who's Who in Auto Industry

(Continued from Page 238)

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TYSON BEARING CORP., Massillon, O. Tapered roller bearings. H. I. Lewis, pres.; W. S. Mahoney, vice-pres., chg. opr.; G. W. Kaylor, asst. secy.; Philip Sutherland, treas.; George M. Lange, sales mgr.; Ivan C. Mann, asst. sales mgr.; J. E. Zuber, cf. engr. **Det. Off.**—19456 James Couzens hwy., Detroit 35, Mich. Wyandotte Industrial Sales, Wyandotte, Mich. (replacement bearings).

U

U. S. AXLE COMPANY, INC., Water st., Pottstown, Pa. Automobile, truck and bus axle shafts. George C. Lees, pres., gen. mgr.; E. D. Gudebrod, vice-pres.; George M. Longaker, secy.; L. E. Orgill, treas., wks. mgr., pur. agt.; Arnold Watson, sales and adv. mgr.; William T. Beaver, cf. engr. **Adv. Agcy.** — Burlingame-Grossman, 201 N. Wells st., Chicago, Ill.

U. S. CHEMICAL AND SUPPLY CO., 918 E. 5th st., Kansas City 6, Mo. Z-4 automotive chemicals, safety hoist and handler. Paul C. Burandt, pres. and gen. mgr.; A. J. Biasco, vice-pres. and treas.; James C. Logan, vice-pres. and secy.; Robert A. Bohannon, gen. sales mgr.

U. S. INDUSTRIAL CHEMICALS CO., Div. of National Distillers Products Corp., 120 Broadway, New York 5, N. Y. Industrial alcohol, resins, industrial chemicals, antifreeze, insecticides. W. P. Marsh jr., pres.; Ward O. Griffen, prod. vice-pres.; Lee A. Keane, sales vice-pres.; Bracebridge H. Young, vice-pres.; Thomas H. Casson, vice-pres.; A. E. Tongue, adv. mgr.; John Bohnlofink, cf. engr. **Det. Rep.**—F. M. Henley, 1448 Wabash ave. **Adv. Agcy.**—Geyer Advertising Inc., New York 22, N. Y.

U. S. PLUG AND FITTING CO., 1000 N. Main st., Wellington, O. Pipe and drain plugs, reducer bushings, steel, cast iron, malleable iron, brass, aluminum, magnesium. Samuel B. Katz, pres.; D. Wallace Well, vice-pres. and pur. agt.; Lauren Hexamer, secy. and gen. mgr.; David T. Muckley, cf. engr.; J. Bowman, traf. mgr.

U. S. THERMO CONTROL CO., 44 S. 12th st., Minneapolis 3, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres. and gen. sales mgr.; S. S. London, adv. mgr.; H. H. Koibo, asst. sales mgr.; V. W. Snyder, serv. mgr.; Fred M. Jones, cf. engr.; C. O. Johnson, pur. agt.; E. J. Brown, parts mgr.

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UDYLITE CORP., THE, 1651 E. Grand blvd., Detroit 11, Mich. Plating equipment and supplies. C. H. Reeme, pres.; L. V. Nagle, exec. vice-pres., sales mgr.; H. S. Maynard, secy.; R. C. Trees, dir. adv., sales prom. and mkt. research; A. L. Barak, treas.; J. V. Davis, cf. engr.; V. E. Zobel, pur. agt.; D. J. Giddings, asst. **Adv. Agcy.** — Grant Advertising, Inc., Detroit 26, Mich.

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UNION OIL CO. OF CALIF., Union Oil bldg., 617 W. Seventh st., Los Angeles 17, Calif. Gasolines, motor oils, lubricating oils and greases, cleaning solvents, gas oils, roofing asphalts, industrial lubricants, fuel oils, paving asphalts, solvents, liquefied petroleum gases, spray oils, coke; tires, tubes, batteries and other automobile accessories. Reese H. Taylor, pres.; W. L. Stewart jr., exec. vice-pres.; A. C. Rubel, vice-pres., exploration and production; A. C. Stewart, vice-pres., mktg.; H. W. Sanders, vice-pres., finance and dir. of pub. rel. and adv.; Sam Grinsfelder, vice-pres., field operations; L. A. Gibbons, vice-pres. and gen. counsel; Roy Linden, vice-pres. and sales mgr.; C. E. Swift, vice-pres., research and patents; K. E. Kingman, vice-pres., mfg.; A. J. Lowrey, vice-pres.; W. C. Stevenson, vice-pres., ind. rel.; Dudley Tower, vice-pres., Gulf div.; Irving J. Hancock, compt. and treas.; R. F. Niven, secy.; E. L. Haitt, mgr. distribution and transportation; J. W. Sinclair, mgr. automotive dept.; L. C. Monroe, mgr. distribution and traffic; C. S. Perkins, mgr. purchases; Jerry Luboviski, mgr. pub. rel. and adv. **Adv. Agcy.** — Young and Rubicam, Inc., 6253 Hollywood blvd., Hollywood 28, Calif.

UNIQUE ITEMS CO., P. O. Box 116, Elmhurst 73, N. Y. "Hookar" auto hanger, "Keylok" auto key holder, "Tri-Vue" 3-way mirror, glo-frame license plate cover. I. V. Kramer, gen. mgr. **Det. Rep.**—M. E. Hewitt, 17346 Roselawn st. **Adv. Agcy.**—Madison Adv. Co., 400 Madison ave., New York, N. Y. David Gibson, acct. exec.

UNIQUE TURNTABLE & DISPLAY CO., 1895 Park ave., New York 35, N. Y. Auto. turntables, revolving stages, display turntables, welding positioners, turning rolls, truck turntables, bus turntables, auto wash turntables. Albert W. Nuccel, pres.; Stanley F. Klein, gen. mgr.; S. Jarvis, asst. sales; A. W. Nuccel, cf. engr.

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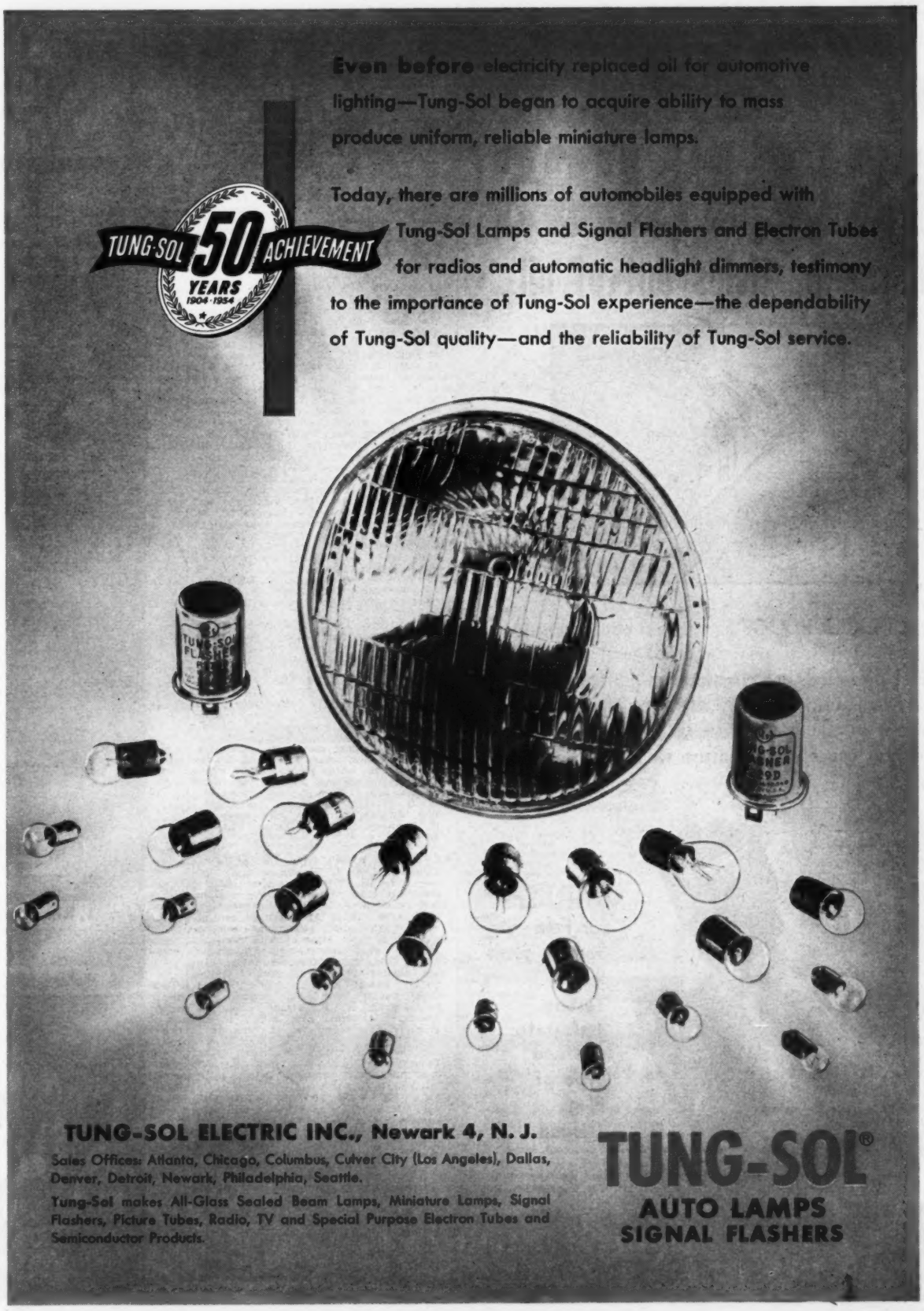
UNITED SPECIALTIES CO., 9705 Cottage Grove ave., Chicago 28, Ill. J. T. Beatty, pres.; A. Vander Meulen, vice-pres., treas.; B. H. Fretz, secy., asst. treas.; J. Hamilton, vice-pres. sales; C. F. Newburg, asst. vice-pres. mfg.; M. T. Moler, sales and adv. mgr.; D. S. Cox, asst. vice-pres., spinning div. **United Air Cleaner Div.,** 9705 Cottage Grove ave., Chicago 28, Ill. Air cleaners, precision stampings and large spinninqq. D. P. Eastman, cf. engr.; L. L. Blais, pur. agt. **Mitchell Div.,** Edmund and Shelmire sts., Holmesburg, Philadelphia 36, Pa. Ignition switches, directional signal switches, door dovetails, automotive hardware and stampings. J. C. Pickel, vice-pres., gen. mgr.; Herman Lingenbrink, cf. engr.; Norman G. Fritz, pur. agt.; Edwin H. Thomas, eastern sales mgr. **Birmingham Div.,** 817 32nd st., S.W., Birmingham 11, Ala. Air cleaners, toy wheel goods, metal stampings. A. E. Klein, plant mgr.; G. L. Mattinson, plant supt.; C. Hamliton, pur. agt. **Det. Rep.**—R. J. Schaffer, dist. mgr., 16260 Meyers rd., Detroit 35, Mich. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis. O. C. Dahlman, acct. exec.

UNITED STATES AIR COMPRESSOR CO., 5300 Harvard ave., Cleveland 5, O. Air compressors, lifts, lubricating equipment, Bowes couplings, valves, fittings and accessories. Harold C. Schott, pres.; M. E. Dank, treas.; C. A. Bening, vice-pres. in chg. of sales; E. G. Schaedler, asst. sales mgr.; C. E. Winter, wks. mgr.; W. H. Brummer, pur. agt. **Adv. Agcy.**—Richard T. Brandt, Inc., Cleveland, O. Richard T. Brandt, acct. exec.

UNITED STATES RUBBER CO., Footwear and General Products Div., 407 N. Main st., Mishawaka, Ind. U. S. KOYLON foam, floor mats, fuel cells, elastic naugahyde upholstery, royalite, H. E. Humphreys jr., pres.; Wm. M. Dougherty, secy.; H. M. Kelton, treas.; C. J. Noonan, vice-pres., gen. mgr.; C. L. Glaes, prod. mgr.; G. A. Lovell (mfrs. products), C. W. Kinderman (Automotive KOYLON and mats dept.), C. Sundberg (fuel cells), G. H. Callum (elastic naugahyde upholstery), T. R. Grimes (royalite), sales mgrs.; A. F. Buchanan, adv. and sales prom. mgr.; V. H. Hoehn, prod. engr.; J. E. O'Donnell, pur. agt.; E. E. McLane, traf. mgr.; F. A. Miller, pub. rel. mgr. **Det. Rep.**—E. G. Nagle, New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y.

UNITED STATES RUBBER CO., Tire Div. "U. S.," 1230 Ave. of the Americas, New York 20, N. Y. Tires and rubber goods. H. E. Humphreys jr., pres., chmn. of bd.; H. N. Hawkes, vice-pres., gen. mgr. (tire div.); J. M. Miller, asst. gen. mgr. (tire div.); J. C. Ray, exec. asst. to gen.

(Continued on Page 240)



Who's Who in Auto Industry

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mgr. (tire div.); C. H. Shirley, mgr. adv., sales prom. (tire div.); W. O. Green, dir. of sales (tire div.); H. C. Oliver, sales mgr., U. S. Tires; John A. Boll, sales mgr. (Fisk-Gillette); W. D. Baldwin, mgr. mfrg.'s sales div.; C. L. Wanamaker, prod. mgr. (tire div.); A. W. Bull, dir. tire devel. dept.; C. L. Moody, Detroit plant mgr. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. M. J. Casey, acct. exec.

UNITED STATES STEEL CORP., 525 William Penn pl., Pittsburgh 30, Pa. Stainless steel, hot and cold rolled sheets, terne plate, plates, alloy steels, structural sections, special bar sections, tin plate. C. F. Hood, pres.; D. F. Austin, exec. vice-pres. (commercial); B. S. Chapple jr., asst. exec. vice-pres. (commercial); G. R. Schreiner, dir. of adv. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Pittsburgh, Pa.

UNITY MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Spotlights, foglights, backup lights, deck lights, unity searchlights and mirrors. M. L. Gross, chmn. of bd.; Louis E. Gross, pres.; S. J. Schar, secy.; Edward J. Micetic, sales mgr.; Peter J. Fleming, vice-pres. and supt.; John Bonaguro, vice-pres. and cf. engr.; H. G. Vincent, pur. agt.; Ted Swed, traf. mgr.; Emil Melichar, serv. mgr. **Det. Rep.**—R. A. Casalou, 802 Stephenson bldg., Detroit 2.

UNIVERSAL C.I.T. CREDIT CORP., Subsidiary of C.I.T. Financial Corp., 1 Park ave., New York 16, N. Y. Automobile installment credit. Arthur O. Dietz, chmn. exec. comm.; Henry Ittleson jr., chmn. of bd.; Ernest Kenzler, vice-chmn. of bd.; L. Walter Lundell, pres.; Alan G. Rude, vice-pres., chg. of sales; William L. Wilson, vice-pres., chg. adv., pub. rel.; L. Y. McAnney, asst. vice-pres., adv. mgr.; R. M. Samuel, pur. agt. **Adv. Agcy.** — Fuller & Smith & Ross, Inc., New York, N. Y. Gilbert Morris, acct. exec.

UNIVERSAL EQUIPMENT, INC., 2420 Oakville, Alexandria, Va. Design, supply and installation of complete parts, rooms, parts bins, steel shelving, steel lockers, etc. Wm. J. Shanley, pres. and treas.; Morton F. Lewis, vice-pres., secy., wks. mgr. **Adv. Agcy.** — Henry J. Kaufman Associates, Washington, D. C. Al Sarra, acct. exec.

UNIVERSAL FRICTION MATERIALS CO., 1700 United Artists bldg., Detroit 26, Mich. Brake lining for automotive use. George Reindel jr., pres.; A. C. McLee, secy.-treas.; William C. Klann, wks. mgr.; A. C. Teetsel, cf. engr.; George Miller, pur. agt. **Det. Rep.** — Frank Sharpe, 1700 United Artists bldg.

UNIVERSAL LUBRICATING SYSTEMS, INC., Allegheny ave., Oakmont, Pa. Hydraulic grease fittings, grease fitting tools and accessories, top oil, hand grease gun, high and low pressure hoses. Michael Dufal, pres.; A. E. Kountz, secy.-treas.; R. R. Farrell, cf. engr.; John J. Hart jr., sales mgr. **Adv. Agcy.**—A. P. Hill Co., Pittsburgh, Pa.

UNIVERSAL PRODUCTS CO., INC., 6455 Kingsley ave., Dearborn, Mich. Universal joints and propeller shafts for the automotive trade. V. H. Kendall, pres.; H. B. Orr, vice-pres., sales, adv. mgr.; A. F. Edwards jr., secy.; A. W. Hartwig, treas.; A. M. Swigert, vice-pres. mfg., wks. mgr.; A. F. Edwards jr., asst. sales mgr.; S. Crossland, asst. adv. mgr.; C. D. Warnick, field sales mgr., parts and acc. mgr.; R. McDonald, production pur. agt.; D. Brichta, non-prod. pur. agt. **Det. Sales Reps.**—James Cannon and Robert Ruger. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich. Mr. Bobertz, acct. exec.

UNIVERSAL SALES, INC., London rd., Delaware, O. Vanette carovan and Cee-Line production type parcel and door-to-door delivery bodies and conversions. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; H. A. Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Adv. Agcy., Inc., Marion, O. Paul Kohler, acct. exec.

UNIVERSAL STEEL EQUIPMENT CORP., 32-33 47th ave., Long Island City 1, N. Y. Steel shelving, utility tables, parts bins, displayors. Samuel N. Brimberg, pres.; Philip Rosenberg, secy.; Leo Abeles, sales mgr.

UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.) 1000 R. A. Long bldg., Kansas City 6, Mo. Insurance. J. J. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; H. L. Wieder, first vice-pres.; A. H. Thurmond, vice-pres. and secy.-treas.; E. M. Lynn, vice-pres.; R. T. Cannon, vice-pres.; T. R. Krings, vice-pres.; C. C. Arveson, vice-pres.; D. D. Funk, vice-pres.

UPHOLSTERY LEATHER GROUP, INC., 141 E. 44th st., New York 17, N. Y. Genuine leather for upholstery. Robert C. Chapin, exec. vice-pres. **Adv. Agcy.** — John Falkner Arndt & Co., Inc., 160 North 15th st., Philadelphia 2, Pa.

V

VACO PRODUCTS CO., 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. A. E. Shugarman, exec. vice-pres.; Harry Silverstein, pres. and treas.; Roy Vetzner, sales mgr.; F. Bernberg, asst. sales mgr.; S. D. Pollack, pur. mgr.; C. Nelson, credit mgr.; J. T. Pettingell, vice-pres.; R. E. Bagley, chief, special products div.; Claude Blair, engr. and development chief; C. Lohness, wks. mgr. **Adv. Agcy.** — Kencliff-Breslich Co., 221 N. LaSalle st., Chicago, Ill. Herman Breslich, acct. exec.

VACUUM GRIP COVER CO., INC., 54 Washburn st., Bridgeport 5, Conn. Mechanics shop covers, fender covers, seat covers for automobile mechanics. William C. Harben, pres.; Grace Harben, vice-pres.; Bertha Johnson, secy.; Elmer B. Johnson, treas.

VALVOLINE OIL CO., Div. of Ashland Oil & Refining Co., Freedom, Pa. Earle M. Craig, chmn. of bd.; R. S. Blazer, vice-chmn. of bd.; Everett F. Wells, pres.; Harry I. Johnston, exec. vice-pres.; H. J. Dunmire, vice-pres. in chg. of bulk sales; G. W. Wallace, asst. mgr. of sales; R. P. Mills, mgr. of rust preventive sales; R. L. Sailer, tech. dir.; D. A. Smith, cf. chemist, grease div.; E. A. Parker, traf. mgr.; R. D. Baughman, adv. mgr.; R. B. Smethurst, vice-pres. and mgr., Atlantic div., New York; J. H. Garlough, vice-pres. and mgr., Cent.-West div., Cincinnati; J. M. Marshall, vice-pres. and mgr., English div., Liverpool; B. H. Morris, vice-pres. and mgr., Foreign div., New York; H. M. Hart, vice-pres. and mgr., Galena div., Cincinnati; E. E. McNerney, vice-pres. and mgr., Pacific div., Los Angeles; C. M. Mohr, mgr. Freedom div., Freedom; C. L. Archer, vice-pres., treas. and secy.; E. W. Seaton, asst. treas.; J. W. Jewell, asst. treas.; D. W. Gilmore, credit mgr.; G. E. Duerr, pur. agt.; B. L. Heath, vice-pres. in chg. of mfg.; J. L. Blount, supt. of Freedom refinery; G. J. Rozman, research dir.; W. E. Dunning, ind. rel.

VAN AUKEN, INC., 2730 Scotten ave., Detroit 10, Mich. Grille and trunk guards. Jos. B. Montgomery, pres.; Howard Jenkins, cf. engr.

VAN BERGEN & GREENER, INC., 1619 N. Hoyne ave., Chicago 47, Ill. Branches: Atlanta, Philadelphia. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, windshield wiper motors, fuel pumps; generators, regulators, starters, clutch covers and discs, bonded brake shoes, water pumps, brake cylinders, transmissions. George W. Marquardt, pres.; Clem Redden, vice-pres.; W. G. Weldon, secy.-treas., sales mgr.; Wm. Smetak, pur. agt. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill.

VAN CLEEF BROS., INC., Div. of Johns-Manville, 7800 S. Woodlawn ave., Chicago 19, Ill. Friction, rubber, plastic electrical tape, wire connectors, masking tape; structural glass joint and glass setting tapes; patch kits, rubber cement, tube repair gum; vulcanizing cement; tire paint; boot cement; trim cements; sponge rubber weatherstrip; hydraulic brake fluid; shock absorber fluids; gasket shellac compound; gasket sealing paste; gasket sealing fluid (aviation type); bearing blue; motor graphite; rubber aprons. A. R. Fisher, pres.; M. Davier, vice-pres., gen. mgr.; F. M. Hagerty, sales mgr.; Geo. H. Bills, adv., sales prom. mgr.; C. E. Frick, prod. mgr.; John F. Swart, pur. agt.; C. G. Geiger, mdse. mgr. **Det. Rep.**—Geo. C. Alexander, 15135 Seminole, Detroit, Mich.

VAN NORMAN CO., 3640 Main st., Springfield 7, Mass. Crankshaft regrinders, camshaft grinders, boring bars, cylinder honers, valve refacers, cylinder head grinders, pressure plate grinders, piston grinders, brake drum lathes, pin fitting and connecting rod reconditioning machines, milling machines, ball race grinders, centerless grinders, cylindrical grinders. J. Y. Scott, pres.; C. R. Crowder, exec. vice-pres.; R. W. Porter, secy.-treas.; S. F. Greer, vice-pres.; A. F. Stevens, asst. sales mgr., automotive div.; F. P. Healy, cf. engr.; T. W. Baush, vice-pres. and gen. export sales mgr.; C. A. Tootill, pur. agt. **Det. Rep.**—Robert Schutt, 3751 Woodland dr., M. R. 1, Milford, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass.

VANETTE DIV., Universal Sales Inc., Delaware, O. All steel bodies, Dor-Tu-Dor and parcel delivery for Ford chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

VANTOOL, 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

VEEDER-ROOT INC., 20 Sargeant, Hartford 2, Conn. Odometers, hubodometers, numerous types of counting, indicating, controlling, recording and computing instruments, die castings. John H. Chaplin, pres.; Harvey L. Spaunburg, exec. vice-pres.; Arthur E. Kallinich, vice-pres. (catalog sales); David J. Post jr., vice-pres. (special sales); Charles F. Pendlebury, treas. and asst. secy.; Andrew J. Rebmann, secy. and asst. treas.; Thomas J. Moriarity, wks. mgr.; George L. Logan, sales mgr. (catalog); Charles E. Smith, asst. sales mgr. (catalog); John J. Brannick, sales mgr. (special); Henry W. Barnes, asst. sales (special); Gustave L. Manke, cf. engr.; John M. Brown, pur. agt.; Harley L. Blodgett, traf. mgr.; Leon J. Dunn, pub. rel. mgr. **Det. Rep.**—William M. MacGillivery, rm. 424 Book bldg., Detroit 26. **Adv. Agcy.** — Sutherland Abbott, Boston, Mass. Joel Squier, acct. exec.

VEET MFG. CO., 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, production machinery, tools and parts. Robert C. Veet, pres.

VELLUMOID CO., 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-metallic gaskets. R. D. Seamans, chmn. of bd.; L. Wald, pres. and gen. mgr.; T. G. O'Neil, vice-pres. and gen. sales mgr.; P. C. Beals, treas.; D. C. Lindstrom, W. Zitowitz, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481 Fairport ave., Detroit 5. **Adv. Agcy.** — Smith Associates, 530 Atlantic ave., Boston 10, Mass.

VELVAC, INC., 3530 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks and trailers, truck mirrors. Waller Carson, pres.

VEN CORP., 2828 Newell st., Los Angeles 39, Calif. Tailgate loaders. W. K. Vogel, pres.; E. W. Neeb, vice-pres. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif. E. Koblitz, acct. exec.

VERNON CHEMICAL & MFG. CORP., 151 Mt. Vernon ave., Mt. Vernon, N. Y. Pressure sensitive tapes, Black Wizard masking tape, vinyl plastic tape, fiberglass reinforced tapes, waterproof cloth tapes. Marc L. Lawson, pres.; Joseph T. Finn, gen. mgr., pur. agt.; Marc L. Lawson, sales and adv. mgr. **Det. Rep.**—Amster Heiser Co., 11814 Buckeye rd., Cleveland, O. **Adv. Agcy.** — Al Behar, Brooklyn, N. Y.

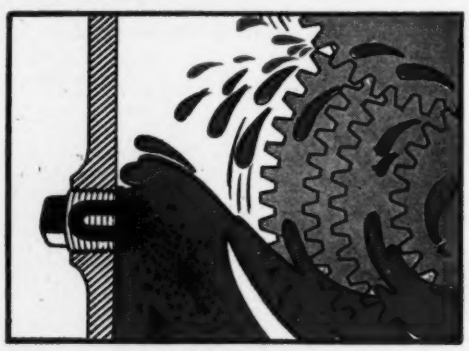
VIBRADAMP CORP., P. O. Box 570, Jackson, Mich. Sound deadening compounds, sealing compounds, protective coatings, underbody coating, caulking materials, windshield and other specialty sealers. J. W. Mortell, chmn. of bd.; John E. Mortell, pres.; James F. Mortell, vice-

(Continued on Page 241)

Here's how

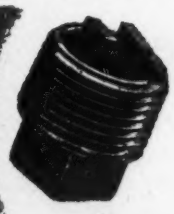
LISLE PLUGS MAGNETIC

pull iron particles out of oil...

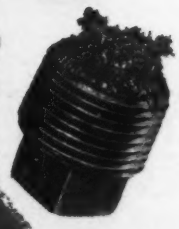


Install LISLE PLUGS as original equipment in transmission, rear axle and crankcase. Abrasive metal particles that circulate in lubricants will be attracted and held by the strong permanent magnet in the LISLE PLUG. You'll remove a common cause of premature wear.

REPLACE ORDINARY PLUGS WITH LISLE PLUGS



TO REMOVE IRON AND STEEL PARTICLES FROM OIL



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Sparton FOR SAFETY

Who's Who in Auto Industry

(Continued from Page 240)

pres., gen. mgr.; R. C. Jamison sr., vice-pres.; John A. Corboy, secy., treas.

VICKERS, INC., 1400 Oakman blvd., Detroit 32, Mich. Mobile products: Pumps, relief valves, multiple control valves, fluid motors and steering boosters. Harry F. Vickers, pres.; K. R. Herman, vice-pres. and gen. mgr.; James F. Forster, vice-pres.; W. K. Allen, vice-pres., prod.; F. T. Harrington, vice-pres., sales; R. E. Esch, gen. sales mgr.; M. J. Taup, Mobile prod. sales mgr.; E. Doucet, adv. mgr.; James Robinson, cf. engr.; R. M. McCabe, vice-pres., pur. agt.; P. H. Emrich, mgr. product serv. dept. **Adv. Agcy.**—Witte and Burden, Detroit, Mich.

VICTOR DEVICES, INC., 840 Van Houten ave., Clifton, N. J. "Start-O-Code" ignition alarm system, truck and automobile burglar alarm systems, cargo protection systems. Victor O. Zahn, pres.; Victor R. Zahn, vice-pres., sales mgr.; Winthrop Watson, secy.; Henry B. Richardson, treas.; Richard A. Zahn, gen. mgr.; Robert A. Sharry, serv. mgr. **Adv. Agcy.** —Wehner Adv. Agcy., Newark, N. J. John Maczko, acct. exec.

VICTOR MFG. & GASKET CO., 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. John H. Victor, chmn. of bd.; Geo. E. Victor, pres.; G. E. McAninch, secy.-treas.; O. W. Clifton, vice-pres., wks. mgr.; Edward Gammie, vice-pres., chg. sales; M. L. Liston, asst. sales mgr.; Geo. Fick, adv. mgr.; A. J. Aukers, mgr. ind. sales; B. F. Barrett, pur. agt.; J. Regis, traf. mgr. **Det. Rep.** — G. E. Scott, 5-152 General Motors bldg. **Adv. Agcy.**—Buchen Co., Chicago, Ill.

VICTRA CORP., 2200 South Niagara, Saginaw, Mich. Plastic sun visors, stainless steel products. Victor L. Jacobs, pres. and treas.; Ralph R. Leland, vice-pres.; Roland Montgomery, secy.; Lawrence Schmidt, gen. mgr.; Edward Stearns, sales mgr. **Det. Rep.** — Dwight M. Nelson, Inc., 1410 Fisher bldg., Detroit. **Adv. Agcy.** — Bradford-LaRiviere, Inc., Saginaw, Mich. Stewart Bradford, acct. exec.

VISCO-METER CORP., 315 Grote st., Buffalo 7, N. Y. Visco-Meters. W. A. Clare, pres.; C. D. Jones, vice-pres.; Mrs. I. Q. Baird, treas., sales mgr.; James P. Cassidy, wks. mgr. **Adv. Agcy.**—Comstock, Duffes & Co., Buffalo, N. Y. Earl Close, acct. exec.

VISILITE CORP., 1905 N. Michigan ave., Saginaw, Mich. Plastic inside visors and lever lites. William Holme-Shaw, pres. and gen. mgr.; G. G. Holme-Shaw, secy.; J. T. Stevers, sales mgr. **Adv. Agcy.**—Bradford-LaRiviere, Saginaw, Mich.

VISION VISOR CORP., 525 West 76th st., Chicago 20, Ill. Transparent plastic automobile visors, plastic door visers, vinyl plastic wading pools, vinyl plastic air mattresses and surf riders. M. J. Lalick, pres.; N. J. Angelo, vice-pres.; M. J. Rosenthal, secy.; Arvid Forsberg, traf. mgr.

VISIRECORD, INC., 801 2nd ave., New York 17, N. Y. Visible vertical record keeping, multiple posting machine, hand duplicating device. Herbert Weston, pres.; John Reid Topping, vice-pres., secy.; Paul S. Nevin, gen. mgr.-treas.; J. J. Muir, dir. of sales; C. C. Raber, mgr. sales dept.; J. J. Jeanneney, dir. of methods; T. J. Smith, dir. of sales prom.; John G. Harms, contr.; Gil Anderson, wks. mgr.; Ronnie Proulx, plant supt. **Det. Rep.**—Cavallo & Burk Associates, Inc., 2011 Park ave., Detroit. **Adv. Agcy.** — Hiram Ashe Advertising, Inc., 244 Madison ave., New York, N. Y. Hiram Ashe, acct. exec.

VISOR POUCH, 2124 Fifth ave., Pittsburgh 19, Pa. Plastic automotive accessory. Edward J. Steel, owner. **Adv. Agcy.** — Friedman & Rich, Pittsburgh, Pa. Bernard Friedman, acct. exec.

VLCHEK TOOL CO., 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and gen. mgr.; D. B. Wilson, vice-pres. and treas.; L. F. Storie, secy.; D. A. Cummings, wks. mgr.; Edwin Krall (tools), Roscoe Imhoff (plastics), sales mgrs.; George Pokorny, asst. sales mgr.; Fred. Voegele, cf. engr.; F. J. Tkach, pur. agt. **Det. Rep.**—Wm. Blanchard, 63 W. Milwaukee ave., Detroit, Mich. **Adv. Agcy.** — Bayless-Kerr Co., Cleveland, O. Horace Kerr, acct. exec.

VOGT, MFG. CORP., 100 Fernwood ave., Rochester 21, N. Y. Automotive textile and extruded plastic trim products. Raymond A. Lander, pres.; Louis S. Foulkes jr., vice-pres., treas., gen. mgr.; Raymond A. Lander jr., secy.; Edward R. Straight, wks. mgr.; Frederick L. Walton, sales mgr.; Porter M. Ramsay, pur. agt.; John W. Horner jr., traf. mgr. **Det. Rep.** — Frederick L. Walton, 630 Lycaste ave., Detroit.

VOGUE RUBBER CO., 1935 So. Indiana ave., Chicago 16, Ill. Premium tires and tubes. Loyd O. Dodson, pres. and gen. mgr.; A. Koehler, vice-pres. and sales mgr.; A. Barry, secy.; Warren L. Dodson, treas.; R. S. Russell, pur. agt. **Det. Rep.** — Houston Bros. (Distributors), 15011 Kercheval, Grosse Pointe. **Adv. Agcy.**—W. B. Geissinger & Co., Inc., Los Angeles, Calif. Robert Williams, acct. exec.

VOKAR CORP., 7300 Huron River dr., Dexter, Mich. R.F. and I.F. coils and chokes, vacuum impregnation with oil or wax; subminiature wire wound resistors; auto radio vibrators, power packs, choppers, filter assemblies, rotary switches, relays, panelboard and control box assemblies, current interrupters for auto turn indicators and auto tail light warning indicators. Ralph H. Card, pres.; W. F. Cairns jr., vice-pres. and gen. mgr.; W. F. Cairns jr., sales mgr.; Carl C. Hopper, cf. engr.; Frank H. Wilke, consulting engr.; James E. Lau, treas. and secy.; Lloyd C. Alban, pur. agt.; O. I. Nelson, serv. mgr.; Joseph Plasencia, Inc., export agts.

VOLTZ BROS., INC., 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.** —Bachrodt, Newell, Okane & Gano, Chicago, Ill.

VULCAN MFG. CO., INC., Winona, Minn. Ace-hy hydraulic bumper jack, royal hydraulic bumper jack, Ace-hy universal combination package hydraulic bumper jack and safety wheel block, vulcan tripod Saf-T-Lift jack, all purpose heavy duty hydraulic truck and tractor jack, hydraulic Cubb jack, 1½-ton; vulcan air cleaner service unit, super model. R. E. Lange, pres.; J. L. Ward, vice-pres.; Harold Nilson, engr.; David M. Lange, pur. agt.; Leonard Schricker, secy.-treas.; John Phenning, wks. mgr.; Henry L. Evans, traf. mgr. **Det. Rep.** — J. L. Ward jr., 5-210 General Motors bldg., Detroit. **Adv. Agcy.** — E. W. Sann & Assocs., Minneapolis, Minn.

W

W & M PRODUCTS CORP., 13650 Ten Mile rd., E. Detroit, Mich. Automobile sound deadeners, body sealers, chassis paints, rust preventives, government spec. dipping wax, car undercoating. G. R. Widger, pres., gen. mgr. and pur. agt.; E. J. Stabler, vice-pres.; C. E. Macdonald, secy.-treas. and sales mgr.

W & W CHEMICAL CO., INC., 130 Lincoln st., Boston 35 (Brighton), Mass. Auto finishes. Merton E. Williams, pres., sales mgr.; Donald E. Wilbur, secy.-treas.; Larcom Randall, adv. mgr.; Geo. P. Allen, pur. agt. and sales serv.

WADE ELECTRIC PRODUCTS CO., 211 Jacob st., Sturgis, Mich. Line connectors, spade type; terminal blocks, junction blocks, spade, fork and eye terminals in coils or bulk for electric cable, headlight connectors, rotary sockets, snap-in; light switches, dome and taillight sockets, electrical heating units for clothes driers, equipment for attaching terminal to wires. Chas. E. Wade, pres. and gen. mgr.; N. O. Kirkby, asst. to pres.; Jasper Long, vice-pres.; J. L. Whitmer, asst. treas. and contr.; E. C. Altvater, secy.; Roger Ort, asst. prod. mgr.; Harley M. Newcomb, cf. prod. engr.; R. L. Driver, pur. agt.; C. C. Jorn, asst. sales mgr.; Stanley Killian, master mechanic.

WADELL EQUIPMENT CO., 119 South ave., Garwood, N. J. Brake drum lathes. Joseph Massari, gen. mgr.; Vito Massari, wks. mgr.; R. D. Sansone, sales mgr.

WAGNER ELECTRIC CORP., 6400 Plymouth ave., St. Louis 14, Mo. Lockheed hydraulic brakes and parts, brake fluid, CoMax brake lining, air brakes and parts, tools and equipment, tachographs, NoRol, electric motors, transformers, industrial bridge brakes. P. B. Postlethwaite, chmn. of bd.; J. H. Devor, pres.; F. F. Simon, vice-pres.; G. A. Waters, vice-pres.; F. N. Felton, vice-pres., sales; J. D. Eby, secy.-treas.; C. W. Hesse, wks. mgr.; J. R. Rose, sales mgr.; L. C. Dobrunz, adv. and sales prom. mgr.; H. H. Brandenburger, serv. parts acc. mgr.; G. W. Brown, exec. engr.; W. R. Freeman, cf. engr.; J. S. Smith, dir. of pur.; R. Druschky, traf. mgr. **Det. Rep.** — J. W. Bryant, 6050 Cass ave. **Adv. Agcy.** — A. R. Mogge, Inc., Chicago, Ill.

WALCO PRODUCTS, 3168 Main st., Stratford, Conn., and 1077 Pembroke st., Bridgeport, Conn. Stazon Permanent service covers for automotive shops. W. Brewster Coley, gen. mgr.; John G. Banks, sales mgr.; David E. Smith, regional sales mgr.; John R. Mosca, plant mgr.

WALDES KOHINOOR, INC., 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, vice-pres., secy.; M. M. Miller, treas.; B. Brozek, wks. mgr.; H. F. Bower, sales mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chg. engrg.; H. Van Cleaf, pur. agt. **Det. Rep.**—Clifford & Lynch, 19456 James Couzens hwy., Detroit, Mich. **Adv. Agcy.** — Grey Adv. Agency, New York 1, N. Y. H. Newman, acct. exec.

WALKER BROTHERS, Conshohocken, Pa. Automotive battery cable, primary wire, spark plug sets, ignition wire, booster cable, trailer lead cord, etc. A. N. Calanan, pres.; H. Newton Walker II, vice-pres.; C. A. Dougherty, treas.; W. F. Hogan, sales mgr.; D. E. Wilbur, adv. mgr.; Donald H. Wiese, pur. agt. **Det. Rep.** — Roy R. Baldwin Co., 15111 W. Nine Mile rd. **Adv. Agcy.**—Integrity Advertising Co., 1518 Walnut st., Philadelphia, Pa.

WALKER & CO., 88 Custer, Detroit 2, Mich. Automobile dealer identification signs; electric displays (signs), neon, zeon and outdoor advertising. Clarence D. Blessed, pres.; Thomas F. Wolcott, vice-pres.; George V. Brandt, vice-pres.; Lee A. Kremer, secy.; Evan P. Bayne, treas.

WALKER MFG. CO. OF WISCONSIN, Racine, Wis. Portable and service jacks (hydraulic and mechanical); exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. James S. Allan, pres.; John Engels, vice-pres., sales mgr., whlse. div.; Wm. C. Morgan, vice-pres., sales mgr. orig. equipment div.; Thomas B. Earle, treas.; J. S. Allan, gen. mgr.; T. Faxon Hall, vice-pres., sales prom. adv. mgr.; Randall Snow, O. E. Hoyt, asst. adv. mgrs.; Mel Holland, serv. mgr.; Walter Shoff, dir. of pur.; Less Coffin, pur. agt.; Roger Lange, traf. mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Ralph Roberts, acct. exec. Aitkin-Kynett Co., Philadelphia, Pa. (filter div.) M. E. Goldman, acct. exec.

WARD BODY WORKS, INC., 807 Harkrider, Conway, Ark. School and transit buses. D. H. Ward, pres., gen. mgr.; Nile O. Moore, vice-pres.; Bertha E. Ward, secy.-treas.; Emil Thornton, wks. mgr.; J. C. Eaton, sales mgr.; Lawrence Fleischman, cf. engr.; George R. Evatt, pur. agt.; Fred Simpson, parts and acc. mgr.; W. D. "Bill" Norman, traf. mgr.

WARD LaFRANCE TRUCK CORP., Elmira, N. Y. Heavy-duty commercial trucks, fire trucks and fire-fighting apparatus. Joseph G. Grossman, pres., treas.; A. Ward LaFrance, vice-pres.; F. N. Tracy, vice-pres., sales; John J. Moser, vice-pres., dir. of pur., serv.; Kai Madsen, secy.; Robert S. Krause, factory mgr.; Wm. B. Pashkow, dir. of engr.

WARD PRODUCTS CORP., Div. of Gabriel Co. General Offices and Engineering, 1148 Euclid ave., Cleveland 15, O. Factory address: Ashtabula, O. Radio antennas. Larry H. Kline, gen. sales mgr. **Adv. Agcy.** — Hubbell Adv. Agcy., Cleveland, O.

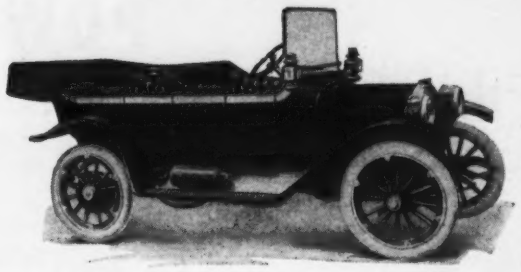
WAREHOUSE DISTRIBUTING CO., 3810 N. 19th st., Philadelphia 40, Pa. Blok seal, spark plug cleaning compounds, radiator stop leaks, ignition sealers, windshield wiper hose, shock and knee action oils, headlamp gaskets, cork gaskets, head and head gasket sets, shellac, penetrating and hydraulic jack oils, car wash, fabric and white wall tire cleaners, brake fluids. Samuel Haisfield, pres. and pur. agt.; B. Haisfield, secy.-treas. and adv. mgr.; William Wilson, gen. mgr.; R. M. Paul, sales mgr.; Martin Haisfield, asst. sales mgr.; C. A. Murland, asst.; Charles E. Paul, sales prom. mgr.; James J. Lamka, cf. engr.; Eugene I. Paul, wks. and parts and acc. mgr.; Sid. Semel, serv. mgr.; Robert Luke, traf. mgr. **Adv. Agcy.**—H. Arthur Engelman, Philadelphia, Pa.

WARN MFG. CO., INC., 18821 Pacific Highway S., Seattle 88, Wash. Conversion hubs for 4-wheel drive vehicles, Willys Jeep, 4-wheel drive pick-up, station wagon, Dodge power wagon and army surplus Dodge. Arthur M. Warn, pres.; W. E. Skrinde, vice-pres.; Sadie L. Warn, secy. **Adv. Agcy.**—Gail Advertising Agcy., Seattle 1, Wash.

WARNER AUTOMOTIVE PARTS DIV., Borg Warner Corp., S. Wayne st., Auburn, Ind. Automotive replacement parts, axle shafts, ring and pinion gears, differential cases and parts, cylinder heads, transmission gears, power takeoffs, etc. R. M. Allison, pres., gen. mgr.; G. A. Shellberg, vice-pres.; H. N. Nigg, secy.-

(Continued on Page 242)

KNOW HOW!



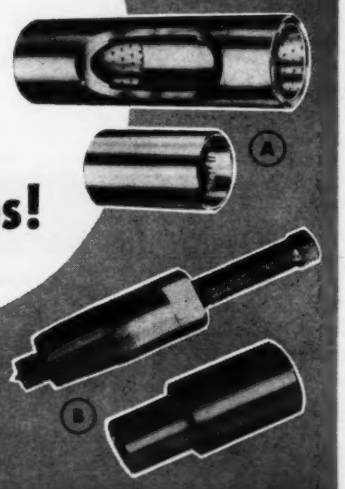
Back in 1912 when our customers were making this car, Douglas was already firmly established as a manufacturer of quality automotive electric parts.

Today, forty-two years afterward, the wide spread acceptance of Douglas parts as original equipment on millions of today's modern cars, trucks and buses is, we believe, sufficient evidence that we have kept apace with the industries growth.

DOUGLAS MANUFACTURING DIVISION
KINGSTON PRODUCTS CORPORATION
BRONSON, MICHIGAN

MORE PROFIT IN YOUR REPAIRS WITH National Parts & Assemblies!

Quality Repair Parts For Quality Cars



A—"SPECIAL MODEL" BUSHING & SEAL ASSEMBLY enables multiple repairs with the original drive shaft! The special-tempered steel sleeve fits over the worn surface to provide new, long-wearing bearing surface. Restores drive line to original, efficient condition for thousands of miles' additional service. For most Chev. cars and pickups and some GMC pickups—standard and Powerglide!

B—NATIONAL BUSHING PULLER & DRIVER KIT for quick, safe, profitable drive shaft bushing removals and replacements! After drive shaft is dis-assembled, 8 to 10 minutes' work removes bushing. Prevents injury to drive shaft. Fine steels, cadmium plated and fully guaranteed. For most Chev. passenger cars and pickups, 1930-53, and GMC pickups (½-ton and most ¾-ton).

For Quick, Low-Cost Drive Line Repairs on Most Chevrolet Cars and Pickups and Most GMC Pickups!

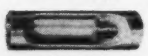
1. COLEMAN COMPENSATOR TO-77
Saves buying a new 3rd Arm Assembly. Corrects slack in steering line. Re-uses original steering arm. Saves wear on King Pins, Tie Rod ends and other steering line parts.

2. TRANSMISSION CASE BALL SEAT
Saves buying new Transmission Case. Keeps Ball Housing in line and prevents buckling. Helps prevent oil leakage from Transmission. Prevents extra wear on Rear Transmission Bearing.

(Patented)

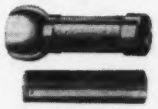
3. DRIVE SHAFT BUSHING & SEAL ASSEMBLY
Saves buying a new Drive Shaft. Provides new bearing surfaces and heavier seal. Uses old shaft. Fits over U-Joint. Install without tearing down differential.

(Cut Away Showing Bronze Bushings)



(Patented)

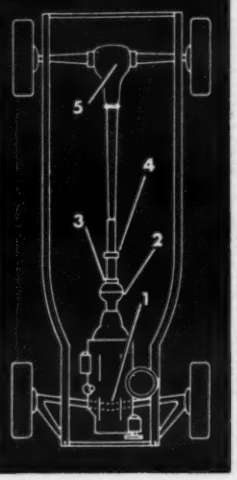
4. UNIVERSAL JOINT BALL HOUSING KIT
Saves buying a new Drive Shaft Housing. Keeps correct shaft alignment. Prevents oil leakage around Ball Housing. Longer life due to oversize construction. Strengthens Housing 15%.



(Patented)

5. SPECIAL PINION BEARING ASSEMBLY
Saves buying new Ring Gear and Pinion Assembly. Special steel race provides new bearing surface. Restores original tolerances without replacing Drive Pinion and Ring Gear.

(Patented)



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Other Profitable Items in the National Line are On The Way!

Now you can quote lower prices and still make the same profit on your repair jobs! Repair men all over America are selling our nationally-advertised Automotive Products amazingly FAST . . . and with complete confidence, because National Products have been tested and proven by millions of motorists. Profit-wise the National Line has given many a repair shop a tremendous boost. Let National help YOU as it has helped so many, make BIGGER repair profits!

AUTOMOTIVE PRODUCTS

NATIONAL MACHINE WORKS, INC.
P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.

you need more STOP POWER for that increased horsepower!

Flexible Rib WHEEL CYLINDER CUPS

Millions of these rib-reinforced cups have been successfully used on all cars and trucks using chevron-type wheel cylinder cups! (Chrysler Products and all late model Chevrolet, Ford, International, GMC and other trucks – 1942 thru 1954).

MASTER AND WHEEL CYLINDERS

Accurately made and furnished in complete units. They incorporate all advanced improvements.

MASTER AND WHEEL CYLINDER REPAIR KITS

Contain all the parts needed for correct and speedy assembly— including all the essential small parts. Kit CA-P (Illust.) contains ribbed cup for Chrysler Products.

Write for Catalog

Higher speeds require more efficient braking—and brake parts must be produced to compensate for that extra horsepower.

Over the years, EIS engineers have made it a habit to build extra "stop" into every EIS part and brake fluid. Wherever possible, new approaches and improvements have been incorporated in The Brake Parts Line for older cars and trucks.

Follow the example of aggressive dealers everywhere by REPLACING — REPAIRING — REFILLING with EIS!

EIS AUTOMOTIVE CORP. Middletown, Conn.

"SUPER 40" (Moderate SAE-R72) and "SUPER 50" (Heavy-Duty SAE-R71)

These brake fluids meet and exceed SAE specifications! "SUPER 40" (Moderate SAE-R72) should only be used for light passenger car duty. For safe brake operation under all conditions and in all vehicles, use "SUPER 50" (Heavy-Duty SAE-R71).

Make your shop look like it means business

Shure-built equipment

attracts and holds good customers . . . and good mechanics. That's why Shure-equipped shops enjoy increased service volume and increased net profits.

Ask your jobber or write us for descriptive catalog on entire Shure-built line.

Illustrated: Model 9200 Service Merchandiser and 9205 "Low Boy" Service Merchandiser.

Shure

MANUFACTURING CORPORATION

1601 S. HANLEY RD. • ST. LOUIS 17, MO.

Who's Who in Auto Industry

(Continued from Page 241)

treas.; D. C. Hamilton, vice-pres., wks. mgr.; J. J. Rountree, sales mgr.; M. R. Beavers, serv., traf. mgr.; H. A. McAninch, cf. engr.; C. C. Hine, F. E. Allison, pur. agts. **Det. Rep.**—N. K. Van Osdol, 6432 Cass ave., Detroit 2, Mich.

WARNER ELECTRIC BRAKE & CLUTCH CO. Beloit, Wis. Electric brakes and clutches for transportation and industry. Pierpont J. E. Wood, chmn.; Steven P. J. Wood, pres.; M. Divine, secy.-treas.; K. VanKampen, gen. supt.; George G. McManis, sales mgr.; Donald R. McComb, adv. mgr.; J. G. Oetzel, vice-pres., engr.; F. C. Hile, cf. auto. engr.; R. A. Leindorf, mgr. of pur.; Delta Cain, traf. mgr. **Adv. Agcy.**—Howard H. Monk & Assoc., Rockford, Ill. George Kane, acct. exec.

WARNER GEAR DIV., Borg-Warner Corp., 1106 E. Seymour st., Muncie, Ind. Passenger car transmissions, truck transmissions, automatic torque converter transmissions, overdrive units, transfer drive transmissions, synchronizer assemblies, parking brake assemblies, automotive gears. E. S. Russey, pres. and gen. mgr.; J. C. Oesterle, vice-pres. and asst. gen. mgr.; F. M. Tuhey, secy.-treas.; W. H. Cortwright, vice-pres., wks. mgr.; S. F. Clark, serv. sales mgr.; Palmer Orr, cf. engr.; R. W. Wayman, develop. engr.; L. A. Black, dir. of pur.; W. S. Marquell, traf. engr.; R. B. Whinrey, office mgr., pub. rel.; S. G. Gregory, labor rel. dir.; L. T. Druck, pur. agt. **Det. Rep**—R. R. Rolph, 7-233 General Motors bldg. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind.

WARNER-PATTERSON CO., 920 S. Michigan ave., Chicago 5, Ill. Liquid solder, radiator cleaner, service cleaner, cooling system protector. A. P. Warner, chmn. of bd.; J. H. Cattell, pres., gen. mgr.; M. J. Phillips, vice-pres.; L. P. Warner, secy.; R. M. McNeily, treas., sales mgr.; I. J. Bialek, traf. mgr. **Adv. Agcy.** — George H. Hartman Co., Chicago, Ill.

WASSELL ORGANIZATION, INC., Westport, Conn. Visual control system, rotary record and correspondence housing, visible record equipment. F. Lloyd Wassell, chmn. of bd.; G. W. Wassell, pres.; C. F. Wood, pur. agt. **Det. Rep.** — Arthur Bugbee, Wassell Detroit Co., 16240 James Couzens Hwy. **Adv. Agcy.** — James R. Flanagan Adv. Agcy., New York, N. Y.

WATERVLIET TOOL CO., INC., 1349 Broadway, Albany 4, N. Y. Automotive reamers (all types), automotive equipment, pneumatic body and fender repair tools, pneumatic grinders, sanders and feather edging tools, pneumatic end lifts (automotive). Wm. J. Katrein, pres., treas.; R. H. Birchenough, vice-pres.; A. M. Kattrein, secy.; Wm. J. Kattrein jr., sales mgr.; R. Kinsley, wks. mgr.; T. Ten Eyck, adv. mgr. and pur. agt.

WATKINS BODY CORP., 666 Genesee st., Buffalo 11, N. Y. Motor truck bodies, van type and parcel delivery type, welded steel assemblies. Albert C. Finley, pres., treas.; George C. Finley, vice-pres., gen. mgr.; Ralph J. Dunn, secy., sales mgr.; Thomas Poulin, cf. engr.; L. H. Beyer, pur. agt. **Adv. Agcy.** — Reinold Ferstner, Buffalo, N. Y.

WATSON CO., H. S., 1316 67th st., Emeryville, Calif. Auxiliary transmissions, power take-offs. H. S. Watson, pres.; Frank M. House, vice-pres., gen. mgr.; R. S. Pershing, sales mgr.; C. Stenberg, pur. agt.; Dan Dowrick, serv. mgr.; Geo. Galloway, northeast mgr.; George Carter, southeast mgr.; William Conway, north central mgr.; S. A. Attebery, south central mgr.; William Hessin, northwest mgr.; J. R. Murphey, southwest mgr.

WATSON CO., JOHN WARREN, 1924 Hunting Park ave., Philadelphia 40, Pa. Impregnated fabric and paper for body cab, radiator and engine mountings; hood-lacing and leaf spring inserts; lubricant coating pencils. John W. Watson, pres., cf. engr.; R. A. Watson, vice-pres., secy.-treas., gen. mgr.

WAUKESHA MOTOR CO., St. Paul ave., Waukesha, Wis. Internal combustion engines and units. J. E. DeLong, pres., gen. mgr.; L. L. Bower, cf. engr.; C. P. Ross, secy.-treas.; A. Herzberg, gen. supt.; J. G. Swain, vice-pres.; F. C. Schulze, sales mgr.; H. J. Lemmer, adv. mgr.; O. Pedersen, serv. mgr.; H. Loebl, distrib. serv., sales; L. F. Whisler, pur. agt.; C. E. Nelson, vice-pres., production; H. Eckert, traf. mgr. **Adv. Agcy.** —Cramer - Krasselt Agency, Milwaukee, Wis. Carl Brehm, acct. exec.

WAUSAU MOTOR PARTS CO., 1007 Harrison blvd., Wausau, Wis. Piston rings, valve seat inserts. G. C. Landon, pres., gen. mgr.; J. S. Landon, vice-pres., treas.; R. P. Tinkham, secy.; D. J. Horkan, asst. secy.; B. K. Konkol, asst. treas.; J. L. Roberts, replacement sales mgr.; E. A. Genrich, wks. mgr.; I. H. Gisselman, pur. agt.

WAVERLY PETROLEUM PRODUCTS CO., 1724 Chestnut st., Philadelphia 3, Pa. Oils and greases, oil and grease absorbent. Edw. P. Frankel, pres.; Earl Scott, secy.-treas.; E. W. Coogan, sales mgr. **Det. Rep.** — Frank A. Miller, Grosse Pointe, Mich. **Adv. Agcy.** — Beaumont, Heller & Sparling, Reading, Pa.

WAXED SILICONE PRODUCTS, INC., 5028 N. W. 7th ave., Miami 37, Fla. Sil-i-kleen auto cleaner and polish, wax polish, paste wax, paste cleaner, chrome polish, ignition sealing compound. A. W. Harp sr., pres.; Morris W. Kuckku, vice-pres.; J. M. Council sr., secy.-treas.

WAYNE CHEMICAL PRODUCTS CO., Copeland st. and M.C.R.R., Detroit 17, Mich. Rust preventive oils and coatings, lubricants, paste solder, cleaners, cutting and grinding tools, spray booths. Edgar G. Behr, pres., gen. mgr.; Karl G. Behr, vice-pres.; Warren C. Dilloway, secy.; George E. Sullivan, treas.

WAYNE PUMP CO., 124-134 W. College ave., Salisbury, Md. Gasoline dispensing pumps, air compressors, hose reels, automotive hoists and indus. lifts. W. H. Bateman, pres.; D. J. Nelson, vice-pres.; A. E. Allen, vice-pres.; W. T. Thornton jr., secy.-treas.; M. R. Barnthouse, sales mgr.; T. F. Breen, serv. mgr.; C. E. Bounds, pur. agt. **Det. Distr.** — M. J. Vierling, Machinery & Equip. Exchange, 3400 W. Fort st. **Adv. Agcy.**—A. E. Aldridge Assoc., 1616 Walnut st., Philadelphia 3, Pa. A. E. Aldridge, acct. exec.

WAYNE WORKS, INC., 1500-1700 North F. st., Richmond, Ind. School bus and motor coach bodies. Harold L. Drimmer, chmn. of bd. and treas.; Newton Giekel, pres.; Ernesto Ravinet, vice-pres. and gen. mgr.; I. G. Brown, vice-pres., gen. sales mgr.; K. W. Theurer, contr.; W. H. Tremmger, plant supt.; Richard O. Thomas, Eastern sales mgr.; John M. Eggemeyer, Western sales mgr.; M. C. Jordan, asst. sales mgr.; T. M. Schumaker, mgr. special products div.; W. T. DeCapua, dir. of engrg.; George Q. Mathews, dir. of pur.; Harold Koehler, serv. mgr.; Howard C. Thomas, adv. mgr. **Adv. Agcy.**—Mark Gross and Associates, Inc., 523 Board of Trade bldg., Indianapolis, Ind.

WEATHERHEAD CO., 300 E. 131st st., Cleveland 8, O. Tube fittings, flexible hose assemblies, dash controls, drain and shut-off cocks, valves, accessories and screw machine products for automotive, aviation, industrial, refrigeration and LP-Gas equipment. A. J. Weatherhead jr., pres., gen. sales mgr.; James M. Baker, vice-pres., mfg.; Harry L. Adams, vice-pres., engrg.; Forrest B. Rusch, dir. ind. rel.; John G. Guardiola, adv. mgr.; John D. Baldwin, cf. design engr.; John W. Reavis, secy.; Morris H. Wright, vice-pres., treas. **Det. Rep.**—A. S. Wade, district sales mgr., Weatherhead Co., 923 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** —Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland 15, O. Burton Schellenbach, acct. exec.

WEAVER MFG. CO., 2171 E. 9th st., Springfield, Ill. Headlight testers, brake testers, alignment testers, front end equipment, jacks, lifts (automotive, truck and bus), shop service equipment, wheel dollies. I. A. Weaver, pres.; E. A. Costa, exec. vice-pres., treas., gen. mgr. and bus. mgt. dir.; C. F. Hodgson, vice-pres., chg. of sales; H. G. Becker, supt.; E. C. Henning, domestic sales mgr.; E. V. Eastman, adv. mgr.; Ruel Logan, sales prom. mgr.; J. L. Phelps, serv. mgr.; W. A. Ross, cf. engr.; O. W. Ellis, pur. agt.; H. G. Hogan, traf. mgr.; J. S. Greenleaf, personnel mgr.; H. L. Williams, factory mgr. **Det. Rep.** — A. W. Ray, 9364 E. Outer drive, Detroit, Mich. **Adv. Agcy.** — Arthur R. Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

WEBSTER ELECTRIC CO., 1900 Clark st., Racine, Wis. Intercommunication and sound systems and magnetic tape recorders. A. C. Kleckner, pres.; P. G. Crewe, exec. vice-pres. and treas.; D. J. Munroe, vice-pres. in chg. of mfg. and engrg.; H. C. Stacey, sales mgr.; W. E. Dent, sales prom., adv. mgr.; T. J. LaFleur, asst., L. Ehlrich, serv. mgr.; P. A. Karll, vice-pres., dir. of pur.; O. Hansche, traf. mgr.; P. Arzikovic, pub. rel. mgr. **Det. Rep.**—Vic Stalford, 15024 Piedmont blvd. **Adv. Agcy.** — Reincke, Meyer & Finn, Inc., Chicago, Ill.

WEIRTON STEEL CO., Main, Weirton, W. Va. Hot and cold rolled sheets and strip, galvanized sheets, long ternes, tin plate, zinc coated sheets and strip (weirzin). T. E. Millcop, pres.; W. A. Murphy, exec. vice-pres., secy.; E. F. Bowen, treas.; J. S. Williamson, vice-pres., gen. mgr.; J. A. Henry, vice-pres., sales mgr.; W. A. Fannin, C. A. Hesse, asst. sales; F. G. Brown, adv. mgr.; H. C. Fitton, asst.; C. J. Klein, vice-pres., cf. engr.; J. H. McNeal, pur. agt.; A. S. Earp, traf. mgr.; G. T. Fonda, pub. rel. mgr. **Det. Rep.**—F. J. White, General Motors bldg. **Adv. Agcy.** — Campbell-Ewald, Detroit, Mich. W. P. Stewart, acct. exec.

WELD-BUILT BODY CO., INC., 59-03 Preston Court, Brooklyn 34, N. Y. Wrecking equipment, truck - mounted amusement rides, towing equipment, crash trucks. Arthur Nelson, pres.; Joseph Milan, vice-pres. **Adv. Agcy.**—The Saltzman Co., New York, N. Y.

WELLER ELECTRIC CORP., 808 Packer st., Easton, Pa. Soldering guns. Norman E. Ritter, pres.; Everett C. Weller, vice-pres.; Joseph F. Whitaker, sales mgr.; Richard R. Kaiser, secy. **Det. Rep.**—Bill Waldeck Co., 506 S. Wabash ave., Chicago 5, Ill. **Adv. Agcy.** — John Falkner Arndt & Co., Inc., Philadelphia, Pa. Earle C. Thompson, acct. exec.

WELLINGTON SEARS CO., 65 Worth st., New York 13, N. Y. Cotton and synthetic textiles (auto headlining fabric). W. W. Lufkin jr., pres. **Det. Rep.**—C. K. Saunders, Wellington Sears Co., 2070 Penobscot bldg. **Adv. Agcy.**—Ellington & Co., New York, N. Y. William A. Bartel, acct. exec.

WELLMAN CO., THE S. K., 200 Egbert rd., Bedford, O. Sintered metal clutch plates, clutch facings and brake linings for automotive, aircraft, industrial and earth-moving equipment. S. K. Wellman, pres.; W. E. Canfield, R. LaFrance, vice-presidents; William A. McAfee, secy.; C. T. Cox, vice-pres. and treas.; C. M. Tate, plant mgr.; T. A. Novotney, replacement parts dept. sales mgr.; G. L. Romine, original equipment dept., R. C. Brigieb, replacement parts dept. asst. sales; E. N. McVey, cf. engr.; Frank Yehl, pur. agt.; Fred Kling, ind. rel. dir. **Det. Rep.**—G. T. Gorman, 16622 James Couzens hwy., Detroit 21. **Adv. Agcy.**—C. D. Heiser, Cleveland, O.

WELTRONIC CO., 19500 W. Eight Mile rd., Detroit 19, Mich. Resistance welding controls, electronic timers, electronic and magnetic contactors, control combinations and accessories, motor controls, rectifier-regulators, electronic rectifiers, automatic engine test stands. Cletus J. Collom, pres.; Victor Saliba, secy.-treas.; H. Coldstock, cf. engr.; George Ducharme, plant supt.; George Enk, sales mgr.; Wm. H. Smith, mgr. sales dept.; Donah Ducharme, pur. agt. **Adv. Agcy.**—Hopcraft-Keller, Inc., 1611 Kales bldg., Detroit, Mich. John Van Wart, acct. exec.

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Who's Who in Auto Industry

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WESBAR STAMPING CORP., West Bend, Wis. Car top carriers, replacement hub caps, outboard motor stands and carriers, metal stampings (small), blanking, piercing and forming dies. C. I. Nielsen, pres., gen. mgr.; F. M. Nielsen, vice-pres.; Chet Nielsen, secy., sales and adv. mgr.; M. G. Rusch, treas., wks. mgr. **Adv. Agcy.**—Barnes Advertising Agency, Milwaukee, Wis.

WEST DISINFECTING CO., 42-16 West st., Long Island City 1, N. Y. Disinfectants, deodorants, soaps, cleaners. James E. Marcuse, pres.; L. J. Oppenheimer, vice-pres., secy.; S. S. Ross, treas.; John A. Manley, gen. mgr.; T. Z. Van Raalte, adv. mgr.; William C. Wallstein, pur. agt.; Martin Yunker, traf. mgr. **Det. Rep.** — H. A. Winch, 2760 Third ave. **Adv. Agcy.** — G. M. Basford Co., New York, N. Y. F. Messner, acct. exec.

WESTBROOK INDUSTRIES, INC., 140-146 Malvern st., Newark 5, N. J. Brake and clutch bonding equipment. J. Urbano, pres., treas.; R. Holscher jr., vice-pres., gen. mgr.; M. Urbano, secy.; N. Cornell, sales and adv. mgr.; V. Urbano, pur. agt.

WESTCLOX, Div. General Time Corp., La-Salle, Ill. Automobile clocks. J. L. Bruce, ind. sales mgr. and contact man; D. J. Hawthorne, pres.; A. J. Hasselman, gen. mgr.; W. J. Richards, wks. mgr.; H. J. Wagner, gen. sales mgr.

WESTINGHOUSE BROADCASTING COMPANY, INC., 1625 "K" st., N. W., Washington 6, D. C. Operates radio stations in Boston, Springfield, Philadelphia, Pittsburgh, Ft. Wayne, Portland, Ore., and television stations in Boston and Philadelphia. Chris J. Witting, pres.; Joseph E. Baudino, vice-pres.; Eldon Campbell, sales mgr.; David E. Partridge, adv. mgr. **Det. Rep.**—Free E. Peters, Wm. Bryan and Lon King, Penobscot bldg. **Adv. Agcy.** — Gray and Rogers, Philadelphia, Pa.

WESTINGHOUSE ELECTRIC CORP., Lamp Div., MacArthur ave., Bloomfield, N. J. Incandescent and fluorescent lamps. G. A. Price, pres.; F. M. Sloan, mgr.; R. E. Ebersole, gen. sales mgr.; C. W. Flood, mgr. miniature lamp sales; H. E. Plishker, mgr. lamp sales; H. L. Niederauer, mgr. adv. and sales prom.; F. Esser, pur. dept. **Det. Rep.**—T. L. Holbrook, P. O. Box 502, Detroit. **Adv. Agcy.**—Fuller, Smith & Ross, New York, N. Y. E. W. Gutelius, acct. exec.

WETTLAUFER ENG. CORP., 19000 W. Eight Mile rd., Detroit 19, Mich. Design and product engineering, sheet metal experimental fabrication, wood forms and patterns. E. G. Wettlaufer, pres.; H. J. Wettlaufer, vice-pres.; A. J. Wettlaufer, sales mgr.; J. MacKenzie, treas.; O. C. Davidson, plant mgr.; R. J. Grubba, cf. engr.; H. A. Davidson, pur. agt.

WHALE TOOL CORP., 1767 Broadway, New York 19, N. Y. Pil-wrench—locking type. Samuel Kresberg, pres.; E. J. St. Laurence, vice-pres.; Louis Rosenberg, treas., gen. mgr.; Graham Pendleton, sales mgr.

WHEEL WEIGHTS, INC., 122 South First st., Ann Arbor, Mich. Wheel balance weights. M. J. Hume, pres.; R. J. Zaebst, gen. mgr.

WHEELDEX & SIMPLA PRODUCTS, INC., 40 Bank st., White Plains, N. Y. Motorized and manual card filing equipment. Ethel Scholfield, pres.; R. P. Scholfield, gen. mgr. **Det. Rep.**—Wheeldex-Simpla Chicago Co., 20 E. Jackson blvd., Chicago 4, Ill.

WHELAND CO., 2800 S. Broad st., Chattanooga 2, Tenn. Gray iron automotive castings. Gordon P. Street, pres.; Charles W. Wheland, vice-pres., treas.; Z. W. Wheland, secy.; H. F. Griscom, gen. mgr.; K. L. Landgrebe, wks. mgr. **Det. Rep.** — J. Fred Selman, 33 Oxford rd., Pleasant Ridge, Mich. **Adv. Agcy.** — Power & Condon, Chattanooga, Tenn.

WHITAKER CABLE CORP., 1301 Burlington ave., Kansas City 16, Mo. Battery cable, ignition sets, spool wire, wire harness assemblies, battery terminals, battery service tools, bonding jumpers, radio assemblies. J. P. Whitaker, pres., gen. mgr.; T. A. Voelker, vice-pres., chg. Philadelphia branch; T. H. Stuver, secy., pur. agt.; A. L. Taylor, treas.; J. F. Whitaker, vice-pres., sales mgr.; C. Craig Whitaker, special products div.; Ivan F. Cloud, wire plant mgr.; D. E. Stewart, ind. sales mgr.; W. G. Lippert, research and develop.; J. W. Taylor, St. Joseph, Mo. plant mgr.; P. B. Melcher, replacement sales mgr.; M. D. Downing, asst. pur. agt. **Det. Rep.**—C. O. Larson, 16840 Kercheval, Grosse Pointe, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill.

WHITE AUTOMOTIVE PRODUCTS, INC., 1604 Douglas ave., North Providence 4, R. I. (upper cylinder oiler). Henry L. White, pres., cf. engr.; Samuel Hesketh, vice-pres.; Raymond A. Masse, secy.; Lily Parkinson White, treas.

WHITE & BAGLEY CO., 100 Foster st., Worcester 8, Mass. Motor oils, gear oils, greases, specialties. Edwin G. Bagley, pres., treas., Herbert P. Bagley, II, secy.; George J. Nurse, sales mgr.; Mary T. Holland, adv. mgr.; Ernest W. Foster, pur. agt.; John W. Moulton, traf. mgr.

WHITE MOTOR CO., Cleveland 1, O. Trucks, buses. Robert F. Black, pres.; J. N. Bauman, vice-pres., chg. sales; Vollmer W. Fries, vice-pres., chg. prod.; F. S. Baster, vice-pres., chg. engrg.; Edward S. Reddig, vice-pres., finance; Paul Rice, secy.; Karl Roesch, gen. mgr., bus. div.; Harold O. Hoffman, treas.; Joseph F. Adams, dir. of pur.; William B. Terbeek, wks. mgr.; G. C. Frank, tech. asst. to pres.; Robert Cass, asst. to pres.; H. Richard Stickel, assts. to pres.; Paul Gillan, cf. engr.; R. A. Fryer, sales prom. mgr. **Adv. Agcy.**—D'Arcy Adv. Agency, Cleveland, O. J. C. Toedtman, acct. exec.

WHITEHEAD STAMPING CO., 1665-7 W. Lafayette blvd., Detroit 16, Mich. Stampings, standard washers, special washers, "hindview" mirrors. J. F. Whitehead, pres.; T. C. Whitehead, vice-pres.; Geo. W. Schreck, secy.; James F. Whitehead jr., treas.

WHITNEY CHAIN CO., 237 Hamilton st., Hartford 2, Conn. Replacement timing chain, industrial power trans. chain. R. F. V. Stanton, pres.; J. W. Anderson, vice-pres., sales; P. C. Boyd, secy.; B. G. Tyrrell, treas.; H. W. Beder, jr., gen. mgr.; R. G. Atkins, sales mgr., sales prom. mgr. and adv. mgr.; L. H. Whitney, chief engr.; W. E. Welles, pur. agt.; S. G. Corbett, traffic mgr. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass.

WHIZZER MOTOR CO., 350 South Sanford, Pontiac 20, Mich. Whizzer motors and motorbikes. Dietrich Kohlsaat, pres.; Russ Wilde, vice-pres.; Martin Goldman, secy.-treas.; R. H. Cooley, sales mgr.; Henry Schuricht, chief engr.; L. A. Kent, pur. agt.; R. L. Albin, parts and acc. mgr. **Adv. Agcy.** — The Fred M. Randall Co., Detroit, Mich. Lee Crooks, acct. exec.

WICO ELECTRIC CO., Phelon ave., West Springfield, Mass. Magnetos, cigaret lighters for automobiles, autostops. K. A. Harmon, pres.; E. W. Deck, vice-pres., chge. mfg.; H. M. Sauers, vice-pres., chge. sales; A. L. Brownlee, vice-pres., chge. engrg.; A. R. Harmon, treas.; C. G. Waters, mfg. sales mgr.; C. L. Allen, trade sales mgr.; C. N. Sullivan, asst. trade sales mgr.; O. H. Tift, adv. and sales prom. mgr.; M. F. Allen, serv. mgr.; A. L. Brownlee, chief engr.; F. E. Ray jr., pur. agt.; L. A. Whiting, traffic mgr.; H. F. Burke, personnel mgr. **Adv. Agcy.**—The Aitkin-Kynett Co., Philadelphia, Pa.

WIGGLER CO., THE, 71 Leroy ave., Buffalo 14, N. Y. Windshield visors, mechanical directional signal for trucks. Raymond M. Zeis, owner.

WILBUR & WILLIAMS CO., THE, 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; Donald E. Wilbur, secy. and treas.; Larcom Randall, adv. mgr.; Geo. P. Allen, pur. agt. and dir. of sales service. **Adv. Agcy.**—Larcom Randall Adv. Agcy., 51 Melcher st., Boston.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston resizers, ring compressors, cylinder deglazer, piston groove cleaner, lathes, gauges. W. E. Wilkening, pres.; W. S. Loeb, senior vice-pres.; H. E. Gerstley, treas.; D. A. Cowhig, exec. vice-pres.; R. W. Doherty, replacement sales mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Helmuth G. Braendel, dir. engr. and prod.; F. Solis-Cohen, pur. agt. **Det. Rep.**—Thos. W. Moss & Assoc., 19250 James Couzens hgwy. **Adv. Agcy.**—Al Paul Lefton Co., Inc., Philadelphia 3, Pa.

WILLARD STORAGE BATTERY CO., 246-286 E. 131st st., Cleveland 1, O. Storage batteries, dry batteries, cables and cable accessories, battery service equipment. C. E. Murray, pres.; D. N. Smith, exec. vice-pres.; F. R. Somers, vice-pres., asst. to the pres.; B. H. Shaffer, vice-pres., chge of mfg.; J. S. Hudson, secy.; H. A. Gardner, treas.; J. E. Hatfield, exec. asst. mfg.; D. A. Coulter, dir. of sales and adv.; H. C. Negus, mchdg. mgr.; C. F. Oestermeyer, mgr. sales engrg.; C. H. Endress, chief engr.; F. J. Reynolds, pur. agt.; R. Stadick, traf. mgr.; R. A. Risk, mgr. related products; J. C. Van Allen, mgr. mfg. sales. **Det. Rep.**—L. P. McCarthy, G. I. Lyman, 415 Curtis bldg., 2842 W. Grand blvd., Detroit. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. R. E. Pfleger, acct. exec.

WILLEY'S CARBIDE TOOL CO., 1340 W. Vernor hgwy., Detroit 1, Mich. Tungsten carbide tools of all kinds; special cutting tools; tungsten carbide tool grinders; diamond tools; wheel dressers. F. H. Willey jr., pres. and gen. mgr.; J. V. Rutten, vice-pres.; T. H. Goddard, secy.; S. D. Currier, works mgr.; Joe Kott, chief engr.; P. A. Millibench, pur. agt. **Det. Reps.**—R. Schulz, John Keneally. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

WILLIAMS & CO., J. H., 400 Vulcan st., Buffalo 7, N. Y. Detachable sockets and accessories, open-end and box wrenches, impact sockets, machinists' tools, chain pipe tongs and vises, hoist hooks, eye bolts. M. J. Kearins, pres.; J. C. Malugen, asst. to pres.; J. B. Perkins, vice-pres., sales; C. M. Fleming, secy.-treas.; J. S. Slosson, works mgr.; G. W. Caruso, asst. mgr., ind.; J. R. Armstrong, adv. mgr.; J. P. O'Brien, pur. agt. **Det. Rep.**—Scott A. Milliman, 11657 Cascade st. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. L. Wells Simonds, acct. exec.

WILLIAMSEN BODY & EQUIPMENT CO., 9th and Wall, Ogden, Utah. Commercial truck and trailer bodies and trailer chassis. Lorenzo C. Williamsen, pres.; L. Clair, Williamsen, vice-pres., chief engr.; Ronald E. Urry, secy.-treas., pur. agt.; Jack R. Williamsen, shop foreman; F. E. Stephens, sales mgr.

WILLMARK RESEARCH CORP., 250 W. 57th st., New York 19, N. Y. Complete, nation-wide market and marketing research service. Mark Bernstein, pres.; Robert Bernstein, exec. vice-pres.; Louis S. Roberts, research dir.; A. Robert Sarchiapone, adv. and prom. **Adv. Agcy.**—Bisberne Adv. Co., Chicago, Ill.

WILLYS MOTORS, INC. (wholly-owned subsidiary of Kaiser Motors Corp.), Toledo, O. Automotive, aircraft and electronics manufacturing. Directors: Clay P. Bedford, T. A. Bedford, Walston S. Brown, Edgar F. Kaiser, Henry J. Kaiser, Leland L. Lord, Brouwer D. McIntyre, Raymond R. Rausch, J. F. Reis, Alan E. Schwartz, E. E. Trefethen jr. Edgar F. Kaiser, pres.; Raymond R. Rausch, exec. vice-pres.; C. P. Bedford, T. A. Bedford, Roy Abernethy, S. A. Girard, Howard P. Grove, John L. Hallet, George C. Harbert, Leland L. Lord, Leo S. MacKay, W. B. McLaren, E. E. Trefethen jr., vice-presidents; George L. Palmer, vice-pres. and treas.; J. F. Reis, vice-pres. and asst. treas.; Webb Wilson, vice-pres. and asst. treas.; Walston S. Brown, secy.; R. J. Jespersen, compt. and asst. treas.; L. O. Long, asst. treas.; E. R. Ordway, asst. treas. and asst. secy.; Joseph B. Overman, asst. treas.; Chad F. Calhoun, J. F. Holden, Norman Howard, William Marks, Milton McCreery, James H. Woodhead, asst. secretaries; E. R. Jones, asst. compt.; L. O. Staelens, asst. compt. **Det. Rep.**—Leo Fenn, 939 Book bldg. **Adv. Agcy.** — Ewell & Thurber Assocs., Nicholas bldg., Toledo, O.

WILSON CO., THE, Mfg. of Wilco Products, 959 Commonwealth ave., Boston, Mass. Exhaust extension, motor moly, glow trim, sun visors, license plate brackets, fender whisker, travel trays and fender guide. William B. Sandler, pres., sales mgr.

WILSON, K. R., 215-217 Main st., Buffalo 3, N. Y. Automotive service tools and shop equipment; hand, air, motordriven hydraulic presses. Donald D. Gulling, gen. sales mgr.; D. F. Lindgren, adv. mgr.; Grant F. Silliman, chief engr.; Harry Bader, pur. agt. **Adv. Agcy.**—James G. Wells, Inc., Buffalo, N. Y.

WILTON WOOLEN CO., Wilton, Me. Earl B. Foss, pres.; Roy P. Gifford, treas.; C. C. Sweet, C. Francis Egan, and E. J. Ewing, vice-presidents; Kenneth R. Gifford, secy. mfg. automotive fabrics. **Det. Rep.**—Edward J. Ewing, 424 New Center bldg.

WIREMOLD CO., THE, Hartford 10, Conn. Defroster hose, fresh air duct, auto cable housing (non-metallic). D. Hayes Murphy, pres.; John Davis Murphy, exec. vice-pres.; William D. Ball, secy.; Louis S. Zahronsky, treas.; Robert H. Murphy, vice-pres. and wks. mgr.; Paul O. Roedel, sales mgr., air duct div.; Edith Wootton, adv. mgr.; Joseph R. Dillon, pur. agt.; John F. Britt, traffic mgr. **Det. Rep.**—Robert C. Renolde, 6432 Cass ave. **Adv. Agcy.**—Julian Gross Adv. Agcy., Hartford 3, Conn. H. M. Feine, acct. exec.

WISCONSIN MACHINERY & MFG. CO., 6048 W. Beloit rd., Milwaukee 14, Wis. Pistons (alum. and iron), sleeves (liners), sleeve assemblies. L. E. Vogel, pres., treas., gen. mgr.; O. W. Brown, vice-pres., sales mgr.; D. B. Kuenzli, secy., pur. agt. **Det. Rep.**—R. Talbott.

WITE-WALL INC., 742 Taylor st., Chicago 7, Ill. Rubber discs to make white walls from black wall tires. "Color tone"

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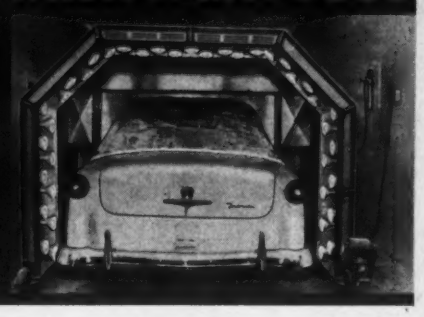

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WITE-WALL RUBBER CO., INC., 13225 Livernois ave., Detroit 38, Mich. Wite-Wall rubber discs. Edward Posen, pres., gen. mgr.; Alan Markowitz, vice-pres., secy.-treas., wks. mgr.; Henry P. Onrich (board member). **Det. Rep.**—Norman Shulak, 13225 Livernois. **Adv. Agcy.**—M. P. Patten & Co., Inc., Detroit 2, Mich. Frank P. Handy, acct. exec.

WITTEK MFG. CO., 4305 West 24th pl., Chicago 23, Ill. Hose clamps. Ralph W. Tetzlaff, pres., gen. mgr.; Clarence Tetzlaff, vice-pres., treas.; Julius Marischler, secy.; H. J. Kratochvil, wks. mgr.; W. R. Liska, sales mgr.; Herbert Zartler, chief, engr.; Edward Percival, pur. agt.; John Woods, traffic mgr. **Det. Rep.**—William J. Kushler, 19952 Stratford, Detroit. **Adv. Agcy.**—Merrill, McEnroe & Associates, 176 W. Adams, Chicago, Ill.

WIX CORP., Gastonia, N. C. Oil filters, replacement cartridges (automotive and industrial). A. H. Sims, chmn. of bd.; L. G. Alexander, pres.; W. S. Barfield jr., vice-pres. and treas.; P. G. Crawshaw, vice-pres.; R. W. Owens, asst. sales mgr.; Arthur Hull-Ryde, vice-pres., sales mgr.; P. L. Francois, equip. sales rep.; A. A. Wilson, mgr. ind. div. **Adv. Agcy.** — Humbert & Jones, New York, N. Y.

WOHLERT CORP., 708 E. Grand River, P. O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales and adv. mgr.; Harry D. Hubbard, secy., treas.; Jud L. Hopkins, wks. mgr.; Arthur G. Reiser, chief engr.; A. A. Nelson, pur. agt. **Adv. Agcy.** — Harry Deady, Lansing, Mich.

WOLF CO. JOHN E., Home State Life bldg., Oklahoma City 3, Okla. The Wolf plan of service merchandising, John E. Wolf, pres.; J. C. Holman, vice-pres.; J. C. Geary, dealer relations.

WOLF'S HEAD OIL REFINING CO., INC., Fair bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; J. B. Mitchell, vice-pres.; E. E. Bellen, secy. and treas.; W. B. Smith, refinery supt.; C. R. Scott, sales mgr.; W. J. Scott, pur. agt.; L. R. Cavanaugh, traffic mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa.

WOOD CO., JOHN, Bennett Pump Div., Muskegon, Mich. Gasoline pumps, barrel pumps, grease dispensers, oil dispensing equipment, islanders, tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and gen. mgr.; H. J. Wesley, vice-pres. and treas.; S. K. Makemson, vice-pres. and gen. sales mgr.; A. C. Raschke, asst. to vice-pres. and gen. sales mgr.; G. F. Evans, adv. mgr.; W. M. Hoxie, serv. mgr.; Robert Allen, chief engr.; R. L. Borgeson, pur. agt.; H. C. Stamer, traffic mgr. **Det. Rep.**—T. G. Downey, 7310 Grand River ave., Detroit, Mich. **Adv. Agcy.** — Morey, Humm & Johnstone, Inc., 350 Fifth ave., New York 1, N. Y.

WOOD STEEL CO., ALAN, Conshohocken, Pa. AW Algrip abrasive rolled steel floor plate, AW super diamond pattern, AW reading brand cut nails, hot rolled strip, sheared plate, pig iron. John T. Whiting, pres. and chmn. of bd.; Chester E. Davis, exec. vice-pres.; C. L. Jones, secy.-treas.; Perry L. Francis, vice-pres. in chge. of sales; H. V. Glunz, supt. steel wks.; Leon J. Lieberman, adv. mgr.; F. C. Schoen, chief engr.; G. H. Lange, pur. agt.; W. C. Flick, traffic mgr. **Det. Rep.**—Frank L. Uhas & Son, 427 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—John Falkner Arndt & Co., Inc., 160 N. 15th st., Philadelphia 2, Pa. Norton J. Bond, acct. exec.

WOODALL INDUSTRIES, INC., 7565 E. McNichols rd., Detroit 34, Mich. Body trim panels, body insulations, molded plastic parts, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; R. T. B. Peirce, sales mgr.; F. L. Chadwick, asst. sales mgr.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traffic mgr.

WOODLETS, INC., 2048 Niagara st., Buffalo 7, N. Y. "Ozium" the glycol-ized air conditioner or freshener; "Ozex," the finger-tip insect spray; paper toweling; paper place mats and coasters; distinguished sales promotionals. Geoffrey H. Wood, pres. and gen. mgr.; W. E. Vaughan, vice-pres.; R. H. Stout, sales prom. mgr. **Adv. Agcy.**—J. J. Gibbons, 200 Bay st., Toronto, Ont.

WOODWORTH CORP., C. B., Greene, N. Y. Bumper jacks, tire chains, easyon-emergency chains, spring clips, (passenger car). C. B. Woodworth, pres., sales mgr., adv. mgr. C. B. Woodworth jr. 2nd vice pres., prod. mgr.; R. R. Woodworth, secy., purch. agt., traffic mgr.

WOOSTER RUBBER CO., Bowman st., Wooster, O. Rubbermaid kar-rugs. James R. Caldwell, pres. and gen. mgr.; Donald E. Noble, secy. and treas.; James K. Buckwalter, gen. sales mgr.; Rodney Hazlett, automotive sales mgr.; Guilford G. Johnson, adv. mgr.; Leland B. Hart, chief engr.; E. G. Berglind, pur. agt.; Al Kley, traffic mgr. **Adv. Agcy.**—McDaniel, Fisher, Spelman, Akron, O. Loos, acct. exec.

WORCESTER PRESSED STEEL CO., 100 Barber ave., Worcester 6, Mass. Metal stampings, cold rolled strip steel, cold finished bars. Carter C. Higgins, pres. and gen. mgr.; Maynard F. Carter, compt. and secy.; John W. Higgins, chmn. of bd. and treas.; Lyndon B. Burnham, sales mgr.; Carroll C. Fletcher, pur. agt. J. Walter Gulliksen, factory mgr., Hi-Pac div., High and low pressure cylinders; N. D. Vuyosevich, mgr. **Det. Rep.**—Quigley & Milke, 7-133 General Motors bldg.

WORLD BESTOS, P. O. Box 233, New Castle, Ind. Brake linings, rolls, sets, blocks, clutch facings. William J. Nanfeldt, gen. mgr.; Wm. F. Rogge, gen. sales mgr.; L. G. Keregard, mgr., special accounts sales; A. Pryde, pur. agt.; R. A. Riley, compt. **Det. Rep.**—(Original Equipment) — Homer B. Sission, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

WORLD WIDE AUTOMOBILES CORP., 302 - 5th ave., New York, N. Y. Volkswagen automobiles and transporters. Arthur Stanton, pres.; Victor Elmaleh, vice-pres.; James Lambert, secy.

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Milestones in the Development of Transportation

No one has successfully written the complete chronology of transportation. Many have tried. But when you consider that to start such a task you have to go back to the alleged first steam engine built by Hero of Alexandria in 130 B.C., you have an appreciation of the amount of ground to be covered. Automotive News hopes this yearly compendium may help.

130 B. C.

Hero of Alexandria built first steam engine of record.

1250 A. D.

Roger Bacon prophesied the coming of horseless carriages. Grand Canal of China constructed.

1487

Lock canal constructed at Milan, Italy, on Leonardo da Vinci's plan. His geared wheel belongs to a slightly earlier period.

1560

"Carriages without horses shall go"—prophecy of Mother Shipton.

1619

English patent granted to Ramsay and Wildgoose for "drawing carts without horses."

1644

Jean Theson granted a French patent on horseless carriage propelled by two seated men.

1649

Hutsch in Germany and Richard in France made autocars propelled by passengers.

1655

Fr. Verbiest in China applied steam to propulsion of a carriage, by applying a steam jet to a small windmill mounted on wheels.

1689

Model steam engine produced on lines suggested by Sr. Isaac Newton; resembled Hero's in principle.

1690

Denis Papin invented earliest piston-and-cylinder steam engine; applied this to a carriage and made it move.

1695

Sir Humphrey Mackworth applied sails to his wagons on the trainway at his colliery at Neath, South Wales.

1748

Vaucanson drove before Louis XV a carriage propelled by clockwork springs.

Benjamin Franklin's successful electrical jump-spark experiment.

1769

Capt. Nicholas Joseph Cugnot built a steam tractor for French artillery use, the first self-propelled vehicle constructed for definite use as contrasted with experimentation.

James Watt patented, after experiments beginning in 1764, his separate condenser for steam engines, and other improvements increasing the effectiveness of steam power.

1784

William Murdock, associate of Watt, successfully tested a small steam carriage now in the British Museum.

1787

Oliver Evans secured right to use Maryland roads for a steam carriage.

1789

Nathan Read drove a paddlewheel steamboat at Danvers, Mass.

Oliver Evans took out first American patent on a self-propelled road vehicle. Patent issued by State of Maryland.

1800

Sir George Medhurst patented an explosive (gunpowder) engine and proposed to apply this to a carriage.

1801-02

Richard Trevithick built and drove successfully a steam engine (London, England).

1807

Fulton's Clermont, paddle-wheel steamship, began to ply between New York and Albany.

1818

Rudolph Ackerman patented in England a tangential steering device originated in Munich by George Lankensperger, the first to work the modern principle of rounding corners.

1820

Farish and Cecil built explosion engines using hydrogen gas.

1821

Julius Griffiths of England patented a steam carriage, which was well constructed by the famous mechanic, Bramah.

1824

W. H. James produced his first steam carriage, which aroused wide interest in the mechanical world.

Burstall and Hill's steam "drag."

1825

Two American steam carriages appeared, one by T. W. Walker, in Edgar County, Ill., and one in Springfield, Mass., by Thos. Blanchard, who received the endorsement of the Massachusetts Legislature.

London amazed by a carriage drawn by kites.

1827

England entered actively into the building of steam carriages, with Walter Hancock and Sir Goldsworthy Gurney leading. Hancock is credited with being the first to use chain transmission and to make tight metallic joints capable of withstanding high steam pressures.

1829

First successful use of planet gearing—Paris.

First locomotives imported into United States.

1831

Select committee of British Commons held hearings to review the progress of mechanical transport; decided steam carriages were not harmful to roads. Nevertheless, power vehicles were discriminated against for the next 60 years in England.

First railway locomotive built in United States.

1833

Richard Roberts of Manchester, England, applied differential gearing to a steam carriage.

1835

Dietz credited with being the first to use solid India rubber tires.

Comte d'Asda drove a Maceroni and Squire steam carriage from Brussels to Paris.

1839

Robert Anderson of Aberdeen, Scotland, drove a carriage powered by a primitive electric motor. The first electric carriage.

1841

First tractor, or steam "cart horse," by William Worby of England, appeared.

F. Hill's steam carriage did 25 miles per hour and covered 128 miles in one day over heavy roads.

1844

S. Perry patented air and water cooled engines; tube ignition.

1845

Robert William Thompson of England patented the pneumatic tire.

1846

The caterpillar tractor appeared.

1851

W. M. Storm patented an engine in which gas was compressed before ignition and fired by a jump spark.

1855

Drake (United States) introduced incandescent metal as ignition method for gaseous mixtures.

1856

Single front steering wheel first mentioned—Lotz.

Richard Dudgeon of New York City built his first steam carriage.

1860

Lenoir of Paris perfected the gas engine, using electric spark ignition. Placing one in a carriage, he made a three-mile trip.

1862

Beau de Rochas suggested the four-cycle motor.

1865

Important patents granted to Mackenzie in England covering intermediate clutch or "disconnecting device," etc.

Brothier in Paris demonstrated a compression type motor.

Great Britain, after a long series of restrictive laws, place on the statute books a law requiring a self-propelled vehicle to be preceded by a man carrying a red flag.

1866

Otto and Langen brought out their improved gas engine using the four-cycle sequence; patented in United States the next year.

1867

Thompson placed pneumatic tires on steam carriages.

1868

Charles Ravel of Paris produced a steam tricycle with direct drive.

1871

Dr. J. M. Carhart built at Racine, Wis., a steam buggy.

1872

George B. Brayton, an Englishman living in Boston, applied for a patent on a two-cylinder gasoline engine, "earliest to use fuel oil instead of gas." (Enc. Brit.)

1873

George B. Selden of Rochester, N. Y., began experiments on fuels for internal combustion engines.

In Paris, Amadee Bollee built the famous steam omnibus, L'Obesiante, which 22 years later entered the Paris-Bordeaux race and covered the route.

1875

The State of Wisconsin offered a bounty of $10,000 to the inventors of a successful steam carriage.

1879

Pioneer patent of American automobile industry applied for by George B. Selden.

1880

Lawson of England invented an engine driven by the explosion of gasoline.

1881-82

In France and England, electric tricycles were brought out.

1883

Delamare-Debouteville in France and Edward Butler in England came forward with motor tricycles. Butler's was driven by the explosions of benzoline vapors; the Frenchman's by explosions of illuminating gas. De Dion, Bouton, and Trepardoux began the manufacture of steam cars, one of which won the Paris-Marseilles race of 1897. By 1889 one of their steam drags had hauled heavy loads at 24 m.p.h.

1884

John and Thomas Clegg built the first self-propelled vehicle in Michigan—a four-wheeled steamer. In operation 1885.

The first oil motor car took the road, by Delamare-Debouteville and Malandin, Paris. The car carried a carburetor by Malandin.

1885

Gottlieb Daimler (Germany) invented his famous petrol-vapor engine on the Otto cycle, the first motor to be manufactured in quantity.

Fernand Forest (France) built a four-cylinder motor and installed improved carburetion.

Carl Benz brought out a three-wheeled motor car, using vapor of benzine.

1886

Daimler applied his engine to a bicycle and developed novel features, notably the bubbling carburetor.

Benz developed a car with improved devices for variable speeds, reaching 15 m.p.h.

1887

Daimler brought out his first car.

Ransom E. Old's first steamer appeared, steam engine being generated by burning gasoline.

Radcliffe Ward's electric cab appeared, followed shortly by his electric omnibus.

1888-89

Leon Serpollet placed his flash or in-

(Continued on Page 246)

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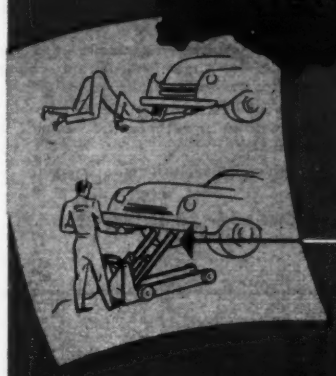

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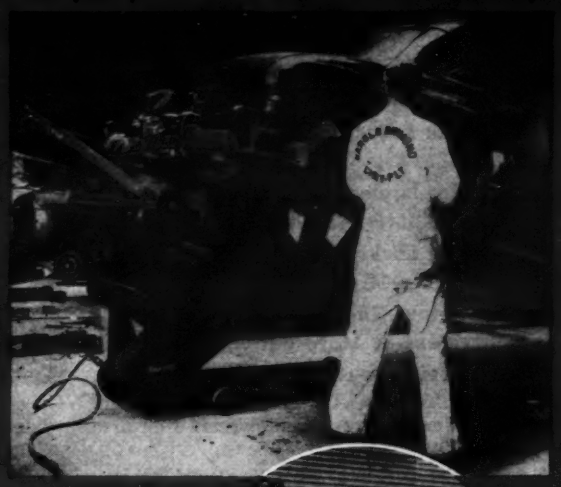

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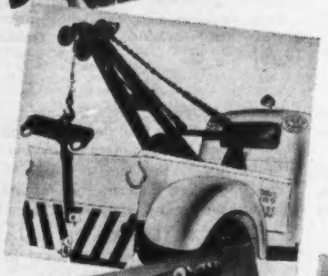

WRITE FOR CATALOG

WELD-BUILT BODY CO.

5903 Preston Court, Brooklyn 34, N. Y., CLoverdale 3-5656

From 130 B.C. to 1954 . . .

Milestones in Transportation

(Continued from Page 245)

stantaneous generation boiler in a tricycle, then in a carriage. This boiler gave steam cars a new lease on life.

1890

Olds Gasoline Engine Works organized at Lansing, Mich., for $30,000.

1891

Clincher rim patented by Thomas B. Jeffery.

1893

First importation of an automobile in the United States—a Benz shown at the World's Fair, Chicago.

1894

First gasoline automobile driven in Detroit by Charles B. King, later with Olds.

Olds began work on his first gasoline car at Lansing, Mich., and Elwood Haynes at Kokomo, Ind.

Panhard & Levassor, Paris, with French rights on the Daimler motor, led the industry in design, placing the motor under the hood and otherwise creating a car along modern lines.

First road-race, Paris to Rouen, 78 miles. All of the starters finished. Won by de Dion with an average speed of 12 m.p.h.

1895

Olds brought out its first car powered with an internal combustion motor.

Henry Ford begins construction of a quadricycle, driven by a two-cylinder gasoline engine.

First American automobile road race, organized by the Times-Herald, Chicago, won by Duryea.

Paris-Bordeaux race, 732 miles, won by Peugeot on a technicality. Panhard finished first.

Selden patent granted.

1897

Olds Motor Vehicle Co. organized.

Application made to British Patent Office for electric self-starter by E. J. Clubbe and Alfred W. Southey.

1898

Chambered spark plug patented by Frank W. Canfield, Michigan lumberman.

Aluminum alloy introduced by Haynes.

Electric taxicabs placed in service in New York City.

1899

Olds Motor Works organized and began building in Detroit, first factory for automobile production. This year, too, Pittsburgh Motor Vehicle Co., later Autocar, and St. Louis Motor Carriage Co., later Darris, were formed.

Automobile Club of America founded.

A Cleveland - New York record of 47 hours, 24 minutes established by Alexander Winton.

1900

First automobile advertisement placed in the Saturday Evening Post.

First automobile show held in Madison Square Garden, New York City.

National Automobile Manufacturers Assn. formed.

First American cars mounted power plant in front — Columbia, Rambler and Winton.

Packard, Oldsmobile, National, Peerless, Stearns, Knox and Baker Electric organized.

1901

Connecticut enacted the first automobile traffic law.

Roy D. Chapin (Secretary of Commerce, 1932) drove Oldsmobile curved-dash runabout from Detroit to New York City—first light car to make the trip.

First appearance of five-passenger body designs in United States.

David D. Buick established Buick Auto-Vim & Power Co., Detroit.

Notice served on Columbia by Electric Vehicle Co., that suit under Selden patent would be filed.

1902

Cadillac Automobile Co. organized.

Chrome-nickel and tungsten steels introduced.

David D. Buick adapted his marine motor to a "horseless buggy."

Steering wheel supplanting tiller steer.

Peerless first to adopt shaft drive with live rear axle.

Birth of White Steamer, Elmore two-cycle and Locomobile gas car.

1903

Buick Motor Co. organized; capital, $75,000.

One-cylinder Cadillac appeared—1,895 sold the first year.

Ford Motor Co. organized.

Auburn produced its first car, so did Apperson and Marmon.

American Automobile Assn. organized in Chicago.

Windshields, front radiators, tilted steering columns, and canopy tops appeared.

Association of Licensed Manufacturers form to manufacture under Selden patent—ALAM.

Oldsmobile production of curved-dash runabouts reached 4,000. Automobile production in U. S. reached $6,250,000, nearly half of it being Olds.

Packard moved from Warren, Ohio, to Detroit.

1904

Cadillac Motor Car Co. organized by merger of Cadillac Automobile Co. and Leland & Faulconer.

W. K. Vanderbilt jr. drives mile on Florida beach in 39 seconds.

Innovations: straight - eight engine, shock-absorbers, pressure engine lubrication, automatic carburetors.

1905

Buick production rose to 750 cars.

First Glidden endurance contest won by Pierce-Arrow.

American Motor Car Manufacturers Assn. organized.

Knight invented sleeve-valve engine.

Innovations included magneto ignition locks, roadster and touring bodies.

First Vanderbilt cup race run on Long Island; won by Heath, Panhard.

1906

Buick produced its first four-cylinder engine and first sliding gear transmission. Reo also introduced a four.

Introduction of front bumpers, vibrating horns, asbestos brake linings, high tension magnetos, drop steel frame and air brakes.

1907

Fifth Ave. coach service inaugurated, New York City, and metered taxicabs also appeared there.

Oakland Motor Car Co., Inc., Pontiac, Mich. Themas-Detroit introduced.

Multiple-disc clutch introduced.

Demountable rims appeared; also magnetic drag-speedometers.

1908

July 22, Fisher Body Co. organized.

Sept. 16, General Motors Co. of New Jersey organized by W. C. Durant and incorporated. Capital increased to $12,500,000 on Sept. 29.

General Motors bought Buick and Oldsmobile.

Ford Model T announced.

Appearance of motor - driven horns, sleeve-valve engines, silent timing gear chains, left-hand steering, unit power plants, and baked enamel finish.

Cadillac won the Dewar Trophy, London, for the greatest contribution to motoring for the year—interchangeability of parts.

1909

General Motors acquired Oakland, Jan. 8, and Cadillac, July 27; also control of AC Spark Plug.

Selden patent sustained by Judge Hough, United States District Court.

Indianapolis Speedway opened.

Here entered electric head-lights, electric generator, four-door bodies, oil gauges on instrument board, etc.

1910

Barney Oldfield cut automobile speed record for the mile to 40.53 seconds from a standing start at Daytona, Fla.

Buick brought out its first six-cylinder car.

Cadillac installed battery ignition.

Left-hand steering introduced on Owen car.

United States Motor Car Corp., a holding company, formed by Benjamin Briscoe.

Reo Speed Wagon appears.

C. W. Nash made Buick president, succeeding W. C. Durant.

1911

Selden patent declared invalid in United States Court of Appeals, Second Circuit, Judge Noyes writing the decision.

W. C. Durant bought Flint Wagon Works, present site of Chevrolet home plant.

Little Motor Car Co. formed to build a light car at Flint, Mich.

Chevrolet Motor Co. of Michigan organized by W. C. Durant.

General Motors Export Co. organized June 14.

U. S. Tire Co. formed.

Automobile Board of Trade, now Automobile Manufacturers Assn. formed.

Knight engine makes American debut on Stearns, Stoddard, Dayton and Columbia.

Chalmers adopts air self-starter.

Electric starting device by C. F. Kettering, installed on Cadillac. Other innovations of the year: detachable rims, worm gear drive for trucks, improved electric horns.

First automobile securities listed on New York Stock Exchange, General Motors voting trust certificates, July 31, 1911.

1912

Cadillac pioneered in installing electric self-starter as standard equipment. Won Dewar Trophy, London, for the second time for this contribution, the greatest of the year.

General Motors of Canada organized.

Chevrolet absorbed Little and concentrated manufacturing at Flint.

Briscoe's United States Motors goes into receivership.

1913

National Automobile Chamber of Commerce organized.

Installment paper first used in financing automobile sales—San Francisco Nov. 18, C. W. Nash became president of General Motors in succession to Thomas Neal.

Wire wheels first used on stock cars. Bendix drive.

Ford reaches 1,000 cars a day production.

1914

Cadillac pioneered the V-type, eight-cylinder high-speed engine.

Vacuum fuel tanks made their appearance.

Dodge car brought out. Claims to have had first steel body.

1915

Chevrolet Motor Co. organized in Delaware.

James Couzens retires from Ford company.

Buick brought out its first six and Packard, a 12.

Innovations included aluminum pistons, torsional vibration damper, and self-locking differential.

1916

W. C. Durant became president of General Motors; Alvan Macauley of Packard, and C. W. Nash of Thomas B. Jeffery Co.

Oct. 13, General Motors Corp. was or-

(Continued on Page 247)

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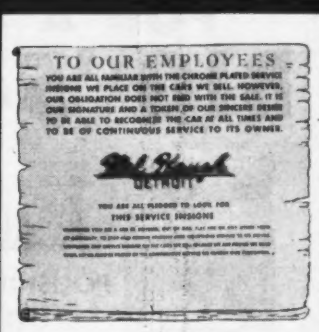

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From 130 B.C. to 1954 . . .

Transportation Milestones

(Continued from Page 246)

ganized under Delaware law, to acquire all assets of the General Motors Co., a New Jersey corporation.

Fisher Body Corp. organized under New York laws.

United Motors Corp. incorporated, May 16, a merger of Hyatt Roller Bearing Co., Dayton Engineering Laboratories Co., Remy Electric Co., New Departure Manufacturing Co., Perlman Rim Corp.

Dec. 31 the subsidiaries were set up as divisions of the General Motors Corp.

1917

Jordan, Templar and Columbia, new cars announced at show.

John M. Studebaker died.

General Motors Co. of New Jersey dissolved, Aug. 13.

Steel disc wheels and steel felloes for wooden wheels appeared.

1918

May 2, General Motors Corp. bought Chevrolet Motor Co.

Ethyl gasoline developed by General Motors Laboratories.

General Motors acquired United Motors Corp.; also completed ownership of McLaughlin Motor Cor Co., Ltd., and Chevrolet of Canada.

E. L. du Pont de Nemours & Co. announced acquisition of 27.6 percent interest in common stock of General Motors Corp.

General Motors of Canada, Ltd., incorporated, Oshawa, Ont.

1919

General Motors Acceptance Corp. organized.

Authorized capital stock of General Motors Corp. increased to $1,020,000,000.

Construction of General Motors Building begun in Detroit; completed in 1922, at cost of more than $19,000,000.

Three-fifths interest in Fisher Body purchased by General Motors.

White announces trucks only program. Chandler adds Cleveland line.

1920

General Motors Research Corp. incorporated.

Pierre S. du Pont became president of General Motors.

Dodge Brothers, John F. and Horace, die.

Elmer Apperson, pioneer maker, dies.

1921

Executive offices of General Motors moved to New York City.

W. C. Durant retired from the directorate of General Motors, of which he had been a member since 1908 and formed Durant Motors, Inc., introducing Durant four.

Wills Sainte Claire and Duesenberg straight-eight appear.

Inter-divisional bodies set up by General Motors in integrate policies and practices.

Nickel-plated radiators and lamps.

1922

Balloon tires introduced.

George B. Selden, of Selden patent fame, dies.

Henry Ford buys Lincoln.

Jewett car added to Paige line.

Durant announces the Star.

1923

Alfred P. Sloan jr. became president of General Motors.

Cadillac adopted two-plane compensated crankshaft.

Alemite high-pressure chassis lubrication introduced.

Walter P. Chrysler became president, Maxwell Motor Co.

1924

General Motors Proving Ground purchased near Milford, Mich.

Four-wheel brakes perfected by Buick in 1923, appeared on its 1924 models.

Ethyl Gasoline Corp. formed by General Motors and Standard Oil Co. of New Jersey to market "knockless" motor fuel—component developed by General Motors Research Laboratories.

Oil filters introduced.

W. S. Knudsen became president of Chevrolet.

Alexander Winton retires Winton car to work on Diesel engines.

Walter P. Chrysler introduced the Chrysler Six in the low price field with four-wheel hydraulic brakes.

1925

Yellow Truck & Coach Manufacturing Co. established.

General Motors Truck transferred to it, Aug. 13.

Fisher acquired Fleetwood.

Chrysler Corp., with Walter P. Chrysler as president and chairman of board, organized to succeed Maxwell Motor Co.

(Continued on Page 248)

THE SPONTANE Steam Cleaner

Cuts chemical and fuel costs

The world's fastest steam cleaner, the SPONTANE —
- Converts cold water to 80 psi steam in 45 seconds — by means of Hydro-Therm Flow, a patented preheating arrangement.
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Write for details on Spontane's exclusive safety features, speed of operation and ability to save chemical and fuel.

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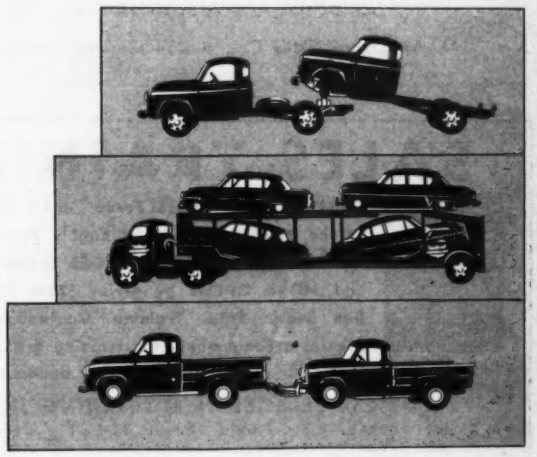

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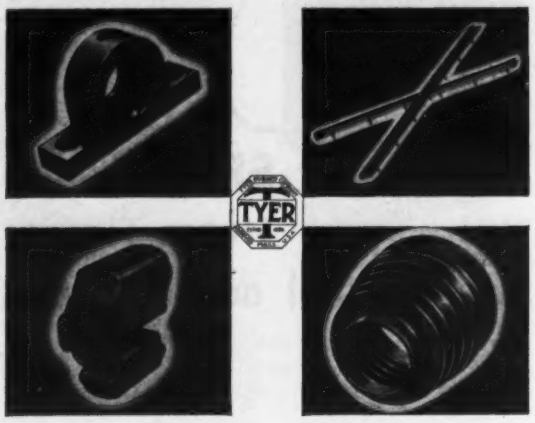

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From 130 B.C. to 1954 . . .

Milestones in Transportation

(Continued from Page 247)

Chrysler Corp. of Canada, Ltd., organized.

Automotive News began publication.

1926

Ownership of Fisher Body Corp. completed by General Motors.

E. L. Cord bought Ansted Engineering Co. and Lexington Motor Corp. of Connersville, Ind.

A. R. Erskine, head of Studebaker, gave $25,000 for Harvard traffic survey.

Safety glass introduced.

University of Michigan awarded Henry Ford doctorate in engineering because his "genius brought into being an industry that changed the world."

First Flint cars built in Durant plant at Elizabeth, N. J.

Capital of General Motors Acceptance Corp. increased to $25,000,000.

Societe Anonyme Chrysler in Antwerp, Belgium, organized.

1927

General Motors Corp. distributes to common stockholders $134,836,081, largest sum paid to date in one year by an industrial enterprise.

Ned Jordan announced the famous "Blue Boy" sport touring at $1,745.

Nash said $20,000,000 worth of its stock was owned by employes.

LaSalle introduced by Cadillac.

Chromium plating used on General Motors stock cars.

Chrysler introduced the duplex channel frame.

1928

Willys-Overland built 2,000,000th car.

Syncro-mesh transmission introduced by Cadillac.

Chrysler Corp. acquired Dodge Brothers, Inc., and commenced manufacturing Dodge cars and trucks.

Chrysler Corp. introduced two new cars, the Plymouth four and the DeSoto six, and organized the Plymouth Motor Corp., DeSoto Motor Corp. and Fargo Motor Corp.

Chrysler Export Corporation organized.

Coast-to-Coast bus service introduced.

1929

Hudson celebrated having built 1,779,360 cars in 20 years.

John N. Willys sold his personal interests in Willys-Overland valued at $22,000,000.

Packard adopted four-speed transmission.

Pierre S. du Pont retired as chairman of the board of directors of General Motors Corp.

K. T. Keller became president of Dodge Brothers Corp.

1930

Cadillac introduced America's first 16-cylinder engine.

Studebaker introduced free-wheeling.

First Chrysler and DeSoto eights announced.

W. C. Durant back as President of Durant Motors.

1931

NACC junking plan rid trade of 360,000 units in 1930.

Buick brought out its first eight-cylinder engine.

Chrysler Corp. introduced floating power engine mountings, complete rust-proofed bodies, vacuum spark control and 14-millimeter spark plugs.

Byron C. Foy made president, DeSoto Motor Corp.

J. E. Fields made president, Chrysler Sales Corp.

B. E. Hutchinson made chairman of the board, Plymouth Motor Corp.

1932

Ford started first group of retail sales-service stations in Buffalo, N. Y.

Merger of White and Studebaker assured.

Essex-Terraplane officially introduced.

Fred S. Duesenberg, builder of Duesenberg cars, killed in crash.

1933

No Draft ventilation built into all Fisher Bodies.

Knee Action installed on all General Motors cars.

Buick-Olds-Pontiac sales plan discontinued and W. S. Knudsen, former Chevrolet president made executive vice-president of General Motors.

NRA dealer code effective.

1934

Airflow design, redistribution of weight, interlocking body and frame and synchronized front and rear springs introduced by Chrysler Corp.

1,000,000th Plymouth car completed.

D. S. Eddins made president and general manager of Plymouth Motor Corp.

M. M. Gilman became general manager at Packard—company pioneered "120."

D. E. Bates assumed presidency of Reo.

Roy Faulkner left Pierce-Arrow to return to Auburn as president.

Nicholas Dreystadt became general manager at Cadillac.

1935

Motor Vehicle Retailing Code dies. Studebaker emerges from receivership.

Chevrolet first in 1934 sales. Malcolm Campbell sets new speed mark of 276.8 m.p.h. Show dates changed from January to November 2. R. F. Black heads White company. Ford restores $6 a day wage scale. Packard shipment breaks all company records. Ford introduces Lincoln-Zepher. K. T. Keller made president of Chrysler Corp. William B. Stout introduces Scarab. Chevrolet opens Baltimore assembly plant. Supreme Court invalidates NRA. Wagner Labor bill signed by President Roosevelt. Andre Citroen dies in France. John N. Willys dies in New York. Auburn revives front-drive Cord. Steel tops introduced. Graham offers supercharger in low-priced field.

1936

Reductions in monthly payments and cut in time-payment interest taps broader market.

Concerted drives by manufacturers, including revival of the junking plan, cut mounting used car stocks.

General Motors opens Los Angeles assembly plant costing $2,500,000.

Chrysler Corp.'s production of passenger cars and trucks exceeded for the first time one million.

New DeSoto plant opened.

Chrysler Corp. distributed $8,200,000 in bonuses to its employes.

Labor rumblings start in automotive plants.

1937

Sitdown strikes start. Congress of Industrial Organizations (CIO) takes over American industrial workers.

General Motors strike.

Chrysler strike.

GM grants union recognition, boosts wages five cents an hour for all workers.

Business slumps late in year.

1938

Auto plants lay off thousands of workers and go on three-day week.

Industry starts drive to crack used-car jam.

GM forms dealer relations board and makes important changes in factory-dealer contracts, among which are territory protection and penalty procedure for bootlegging.

UAW-CIO hit by factionalism within own ranks.

Industry announces that all members of the Automobile Manufacturers Assn. will join in National Used-Car Exchange Week.

Automotive Daily News becomes Automotive News.

Steel prices cut $7 and $8 a ton.

RFC lends Hupp $900,000.

FTC starts probe of auto industry.

1939

Society of Automotive Engineers studies possible war mobilization of auto industry.

Supreme Court condemns sitdown strikes.

Hitler sets Europe afire.

War orders into auto industry.

Goodyear barred from entering into price agreements with Sears-Roebuck.

FTC orders GMC and Ford to discontinue use of words "6 percent" in installment plan advertising.

1940

CIO demands annual guaranteed wage from GM.

Ford accepts invitation to participate in New York show.

U. S. seeks new rubber sources.

GM's Knudsen named to head mobilization plans.

Walter P. Chrysler dies at age of 65.

Reports that war orders will stop production of cars in 1941 are discounted.

C. E. Wilson named to direct GM in Knudsen's absence.

Defense orders stepped up.

1941

Wilson named officially as GM president.

Makers agree to cut auto production 20 percent in 1942.

OPA asks Ford, Chrysler, Studebaker, Nash and Hudson to cancel price increases.

Production ceiling of 2,600,000 vehicles set for 1942 because of steel shortages.

Price boosts stay in effect, but U. S. reportedly plans ceilings on manufacturers' prices.

U. S. bans night sales of gasoline in Atlantic Coast states.

Use of copper in trim, heaters, lights and hardware is banned.

Sneak Jap attack hits U. S. at Pearl Harbor. U. S. declares war against Japan and Germany.

Car sales banned until Dec. 22.

1942

Car, truck sales still banned pending rationing plans.

Car, light truck ouptut ordered ended Feb. 1.

Car rationing starts Mar. 2, with 140,000

(Continued on Page 249)

THE BIG 4 FOR A BIG '54

Las-tik
POLISHING CLOTH

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Las-tik
Mighty Mitt

For car washing and dozens of uses in the home. Made of high-quality yarn, with heavy duck lining and elastic cuff. In heavy, reusable plastic bag. Substantial wire display rack furnished free.

Las-tik
dee-frost

A popular item, with two years of successful selling behind it. In plastic squeeze flask with refills. Removes normal frost coatings from windshields and windows in 10 seconds. Also removes thin ice.

Las-tik
Shoo-fog CLOTH

The wonder cloth that keeps fog, mist, steam from forming on windshields and windows. In reusable plastic bag, one dozen on attractive display card.

Order from your jobber

LAS-STIK MFG. CO.
Hamilton, Ohio

From 130 B.C. to 1954 . . .

Milestones in Transportation

(Continued from Page 248)

allotted for three months.

GM offers to buy back dealers' cars to relieve unbalanced inventories and keep cars from falling into illegitimate hands.

Seventeen states ordered to observe fuel rationing.

Ford starts output of tanks.

Gas rationing takes effect nationally on Dec. 1.

Henry Kaiser suggests auto industry design 1945 models for delivery after war and accept war bonds as downpayments. Idea is assailed by Joseph Frazer.

Workers frozen on jobs.

1943

Kaiser threatens to build cheaper, lighter car in postwar period if "automobile manufacturers don't get ready to do so."

Pleasure driving banned in 13 states after "honor system" breaks down.

Edsel Ford dies at 49.

Henry Ford resumes Ford presidency, one month away from age of 80.

C. E. Wilson predicts three new firms will start building cars when war ends. Good prospects are Kaiser and Higgins, both shipbuilders, and a former producer.

Frazer resigns as president of Willys-Overland.

1944

R. H. Grant, GM sales vice-president, retires.

New-car stockpile estimated at 60,000.

Ford assets top billion dollars for first time.

GM dealers promised two-year contracts when production resumes.

OPA puts ceiling on used-car prices.

Ford reports plans for cheaper postwar car.

Studebaker eliminates distributorships, raises discounts to dealers.

War Production Board authorizes production of 20,000 light trucks—first since war began.

1945

In poll, 76 percent of car owners say they won't buy new vehicles if prices go up 25-30 percent.

President F. D. Roosevelt dies.

Victory in Europe brings go-ahead for auto production after July 1.

Ford builds first postwar car July 3. It had to be driven off assembly line on slightly used prewar tires.

Kaiser-Frazer Corp. formed.

World War II ends.

UAW demands 30 percent wage hike from all makers.

Hudson, Studebaker resume production.

Henry Ford II named president of Ford Motor Co. John Bugas succeeds Harry Bennett.

GM strike, longest and most costly in history, begins.

Chester Bowles, OPA head, announces new-car prices, setting off dealer rebellion by cutting traditional dealer discounts.

Preston Tucker reveals plans for a radically new car to sell for under $1,000.

New Frazer, K-F product, makes bow.

1946

Steel strike begins.

Kaiser car introduced.

NADA takes discount fight to Congress.

Studebaker introduces first real postwar car.

Tucker gets Dodge-Chicago plant.

Car price boost of 7.3 percent restores traditional dealer margins.

GM asks permission to hike prices $100 a car to pay for wage concessions.

Barney Oldfield dies.

OPA lifts price controls; prices hiked by GM, Willys and Crosley.

Ferguson tractor deal with Ford dissolved.

Portal pay frenzy hits country.

1947

Tucker promises car production in June.

Coal strike ties up auto production.

UAW demands 23½ cents an hour raise from GM.

Henry Ford dies at 84.

UAW and GM agree on 11½-cent increase, plus fringes.

Chrysler drops distributors, fourth maker to take such action since V-J day.

Ford foremen strike.

K-F says it is making a profit after only 1½ years.

Ford and GM shelve light-car plans.

SEC halts sale of Tucker stock.

Taft-Hartley law passed.

Tucker gets SEC clearance, reports 75-80 percent of stock sold. Promises production "after first of year."

Regulation W dies, freeing car sales from credit curbs for first time in five years.

Five millionth postwar car built.

1948

New K-F stock sale stopped by Otis & Co.; K-F promises fight.

Oldsmobile celebrates 50th anniversary.

Clamor rises for permanent dealer contracts.

UAW opens drive for another round of wage hikes.

K-F cuts production, gets $10,000,000 loan from Bank of America.

SEC orders hearing on K-F stock fiasco.

Paul Hoffman named ECA director.

H. S. Vance replaces Hoffman at Studebaker.

Tucker promises output in June.

William S. Knudsen dies at 69.

Playboy raises $640,000 on sale of franchises, and its stock issue is cleared.

Charles W. Nash dies at 84.

Tucker plant closed for SEC probe.

Regulation W reimposition sends used car prices down.

RFC refuses loan to Tucker Corp.

Year's output includes 5,271,674 cars and trucks, just short of all-time high.

1949

GM opens "Transportation Unlimited" in New York, its first show since 1940.

Packard dealers offered three-year pacts.

Grand jury opens Tucker probe.

Regulation W eased to 21 months.

Kaiser family takes control of K-F. Edgar Kaiser now president.

Ford and Nash join K-F, GM and Willys in cutting prices.

Regulation W eased again—to 24 months.

Tucker and associates indicted by U. S.

T. H. Keating named Chevrolet general manager.

GM drops "territorial protection."

K-F gets $34,500,000 RFC loan.

Automotive News' Publisher George M. Slocum dies.

ICC rules Ford and GM enjoy "preferential" rail freight rates.

Tucker plant reverts back to U. S.

Car and truck output hits all-time high.

1950

Tucker and associates found not guilty.

Nash seeks public reaction on experimental $1,000 car.

Willys gets contract to build engine for K-F's and Henry J.

Auto bootlegging becomes hot issue.

Chrysler workers strike over pensions.

Dick Price, Dallas DeSoto dealer, launches plan to organize Chrysler Corp. dealers into national line group.

Ford launches dealer-discount deposit system.

Nash introduces Rambler; K-F, the Henry J.

Chrysler strike ends after 14½ weeks.

Chrysler celebrates 25th anniversary.

NADA opens drive for territory security.

Korean incident sets off wave of scare buying.

Credit controls reimposed.

Congress passes Defense Production act.

Auto industry gears wages to cost of living.

Mrs. Henry Ford dies. Company setup unaltered.

Auto credit cut to 15 months.

U. S. restricts civilian use of metals.

New car prices frozen.

1950 vehicle production soars to unprecedented 8,000,000 cars and trucks.

1951

NPA tightens metals restrictions.

Auto plants start getting war contracts.

(Continued on Page 250)

Bendix* low pedal POWER brake

Specified by more car manufacturers than any other make, Bendix* Low Pedal Power Brake makes possible quick, sure stops by merely pivoting the foot from stop-and-go controls. No need to lift the foot and exert leg power to bring the car to a stop. Result—more driving comfort, less fatigue and greater safety!

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EVANS DAMAGE PREVENTION EQUIPMENT ASSURES FACTORY FRESH DELIVERY

For many years the Evans Auto-Loader has permitted fast, safe, easy loading of four automobiles in a single freight car; and has delivered them factory fresh, unmarred by bad weather, rough handling or pilferage. Since the war the same sound principles of Evans loading engineering have resulted in the Evans DF Loader — the Damage Free, Dunnage Free loader that effects important savings in time and expense for shippers of many types of merchandise.

By assuring *factory-fresh* delivery, Evans-equipped cars can produce substantial savings for *your* organization. *Evans Products Company, Railroad Loading & Equipment Division, Dept. W-4, Plymouth, Michigan.*

EVANS RAILROAD LOADING EQUIPMENT ELIMINATES DAMAGE AND DUNNAGE

From 130 B.C. to 1954 . . .

Milestones in Transportation

(Continued from Page 249)

Auto production reduced as material curbs pinch operations.

Record NADA parley calls on U. S. to give auto essential rating.

U. S. draws up formula for new-car prices.

Prices and wages frozen by government.

Dealers begin receiving chromeless cars from makers.

Fred M. Zeder, Chrysler engineering expert, dies.

Spare tire disappears by government order from new cars.

Government restricts production of automatic transmissions.

New-car sales sag; used cars piling up. Battle against Regulation W and higher excise taxes mounts. Unemployment hits industry.

K-F admits it is considering plan to sell Henry Js through Sears, Roebuck & Co. outlets.

Spare tire returns to new cars as government ban is lifted.

Regulation W eased to permit time payment limit of 18 months.

Government puts car production under Controlled Materials Plan.

New-car prices rise under provisions of Capehart amendment to Defense Production Act. Federal excise tax on motor vehicles goes up.

100,000,000th car since 1900 built. Sears introduces the Allstate, built by K-F.

OPS announces dollars-and-cents used-car ceilings, effective Jan. 1, 1952.

1951 vehicle production ends up at 6,752,000 units, second highest in history.

1952

Alvan Macauley, head of Packard for 32 years, and Walter O. Briggs sr., founder of Briggs Mfg. Co., die.

Round of price increases begins as new models bow.

Studebaker celebrates 100th anniversary. Nash observes 50th birthday.

James J. Nance is named Packard president; Clipper line revived.

All firms reduce truck tire prices.

Most auto plants shut as result of steel strike.

Dealers regain full discount under OPS regulations.

AFL pushes drive for auto salesmen.

Robert M. Critchfield heads Pontiac after death of Arnold Lenz.

General Tire weighs Crosley car future after gaining control of firm.

DeSoto's C. E. Bleicher dies.

Wire wheels come back on U. S. cars.

Auto writer Dave Wilkie saluted on 50th anniversary with Associated Press.

GM's C. E. Wilson chosen as new Secretary of Defense; Roger Kyes of GMC and Harold L. Talbott of Chrysler named aides.

Sales go up as Regulation W credit curbs die.

U. S. trust suit started against duPont.

Year's car output off 18.6 percent from 1951—plants turned out 4,337,443 autos, versus 5,330,594 the previous year.

1953

Price controls go off autos, products and services in industry.

Henry T. Ewald, 67, pioneer auto advertising man, dies in Detroit.

Auto taxes set record.

NADA exhorts factories to widen dealer relations at annual parley in San Francisco.

Thirty-four percent decrease shown in 1952 dealer profits.

R. C. Somerville, vice-president of Plymouth, takes sales reins at Dodge as E. C. Dock, general sales manager of Dodge, resigns.

OPS controls removed from most industry materials.

Autos fare well in Atom bomb test near Las Vegas, Nev.

Kaiser-Frazer arranges to buy Willys-Overland for $62,300,000 in a transaction described as "one of the largest of its kind in the history of the auto industry."

An $80-million fire destroys GM Hydra-Matic plant in Livonia, Mich. GM purchases Willow Run. Dynaflow and Powerglide introduced temporarily in other GM lines.

Chrysler buys 12 Briggs body plants.

Buyer's market returns, accompanied by higher inventories and dealers' "blitz" sales.

Year is second best in sales and production.

Paul Hoffman returns as Studebaker chairman.

Harlow H. Curtice elected president of General Motors.

E. C. Quinn named Chrysler division president.

Henry Ford II selected as U. S. delegate to the UN.

1954

Nash and Hudson consolidate.

GM exhibits experimental car with gas turbine engine.

GM announces $1 billion expansion program.

Bootlegging of new cars attracts nationwide attention.

Dealer operating profit drops to 2.2 percent for year.

EASIER "PICKUP" SALES

with VENCO TAILGATE LOADER

★ ADDED UTILITY FOR ANY ½, ¾, 1 TON PICKUP

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Wholesale Used-Car Prices

As a source for studying the change in used-car auction prices of various sales in the spring, summer, fall and winter of 1953, the following reports have been reprinted from representative weekly issues of Automotive News:

JANUARY

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday. Prices are for sale of Jan. 2.)

(Sold 102 units out of 197 offerings.)

BUICK—'51 Special 4-dr., $1,500*. '50 Super sedan, $1,270*; RM sedan, $1,230*; Special sedan, $1,040*. '39 Special sedan, $162.50.

CADILLAC—'52 (62) sedan, $3,750*. '51 coupe deVille, $3,250.

CHEVROLET — '52 Bel Air, $1,850*; SL Deluxe sedan, $1,690*; ½-ton pickup, $1,-210. '51 Bel Air, $1,460, $1,450; station wagon, $1,435; FL Deluxe sedan, $1,275. '50 SL Deluxe sedan, $1,130, $1,090, $925, $875. '49 conv., $960, $885; FL Deluxe sedan, $790; ½-ton pickup, $500; '48 SM club coupe, $750. '47 SM sedan, $575, $600.

CHRYSLER—'52 Saratoga sedan, $2,180*. '50 Windsor sedan, $1,280*, $1,150*, $1,-100*. '49 Windsor sedan, $935. '48 Windsor sedan, $755.

DeSOTO — '50 Custom sedan, $1,150. '47 Custom club coupe, $550.

DODGE — '52 station wagon, $1,850*. '51 Wayfarer sedan, $1,000. '50 Wayfarer sedan, $870; ½-ton pickup, $500. '46 panel $150.

FORD—'53 Custom (8) sedan, $2,225*, $2,-200*, $2,075. '52 Custom (8) sedan, $1,-955*. '51 Custom (8) sedan, $1,340*, $1,-310*, $1,205; ½-ton pickup, $865. '50 Custom (8) sedan, $1,300*, $1,070, $970; conv., $885. '49 Custom (8) sedan, $685. '47 Deluxe (8) sedan, $560, $500. '40 sedan, $200.

MERCURY—'51 sedan, $1,490. '50 sedan, $1,025.

NASH—'51 Rambler station wagon, $1,140; Statesman sedan, $880. '49 (600) sedan, $500, $475.

OLDSMOBILE — '51 (98) sedan, $1,720*; (88) sedan, $1,690*, $1,525. '50 (76) club coupe, $1,160. '49 (88) sedan, $975, $960; (76) sedan, $850.

PACKARD — '51 (200) sedan, $1,350*. '50 sedan, $880.

PLYMOUTH—'51 Cranbrook sedan, $1,225. '50 Deluxe sedan, $900. '40 sedan, $100.

PONTIAC—'51 Chieftain (6) sedan, $1,620. $1,590, $1,480. '50 Chieftain sedan, $1,-940; Catalina, $1,400*, $1,175. '49 conv., $970.

STUDEBAKER — '52 Commander sedan, $1,450*; Champion Starliner, $1,325*. '51 Champion sedan, $1,000. '50 Champion sedan, $870. '48 Starliner, $760.

WILLYS—'52 sedan, $1,265.

DENVER

(Denver Auto Auction. Sale every Tuesday. Prices are for sale of Jan. 6.)

(Buying was very active, and prices up slightly on '53 models. Sold 193 units out of 247 offerings.)

BUICK—'52 Super Riviera sedan, $2,495*. '51 RM Riviera sedan, $1,860*; Special sedan, $1,405. '50 Special sedan, $1,165*. '49 Super sedan, $910*, $915*, $1,075*. '48 RM sedan, $645, $815*.

CADILLAC — '51 Coupe deVille, $3,625*; (62) sedan, $2,930*. '50 Coupe deVille, $3,300*; (62) sedan, $2,650*, $2,805*, $2,875*. '48 (60) sedan, $1,520*.

CHEVROLET — '52 Bel Air, $1,960*; SL Deluxe sedan, $1,565*, 2 at $1,700, $1,-700*, $1,780, $1,835, $1,855, $1,860*; ¾-ton pickup, $1,380, 3 at $1,395, $1,-400, $1,405; ½-ton pickup, $1,300, $1,-310, $1,320, 2 at $1,325, $1,335, $1,342, $1,345. '51 FL Deluxe sedan, $1,125, $1,215; ½-ton pickup, $970. '50 SL Deluxe sedan, $945, $955, $1,000. '49 SL Deluxe sedan, $760, $775, $890. '48 SM sedan, $565, $620. '47 FM sedan, $465. '46 SM sedan, $625.

CHRYSLER—'52 NY sedan, $3,045*; Windsor sedan, $2,135*. '51 NY sedan, $1,-785*, $1,825*. '50 Windsor sedan, $1,-$220*, $1,370*.

DeSOTO—'52 Fire Dome (8) sedan, $2,430*.

DODGE — '53 Diplomat, $2,400*, $2,505*; Coronet sedan, $2,305*. '52 Coronet sedan, $1,265, $1,495*, $1,525*. '51 Coronet sedan, $1,275*. '50 Wayfarer sedan, $870*. '49 Meadowbrook sedan, $775. '47 ¾-ton pickup, $460.

FORD — '52 Country sedan, $2,600*; Victoria, $2,515*, $2,525*, $2,590*; ranch wagon, $2,105*, $2,135*, $2,455*, $2,-475*. '52 Country sedan, $2,015*, $2,-250*, $2,450*; ranch wagon, $1,700*, $1,960*, $1,995*. '51 Victoria, $1,500*, $1,705*; Custom (8) sedan, $1,055*, $1,-080*, $1,170, $1,220*, $1,305*, $1,370*. '50 Custom (8) sedan, $830, $865*, $1,-000, $1,005*. '49 Deluxe (8) sedan, $700, $705, $725*, $785, $810*. '48 SD (8) sedan, $515. '47 SD (8) sedan, $425, $435, $440, $465.

HUDSON — '52 Hornet sedan, $2,095*. '51 Hornet sedan, $1,515*. '50 Commodore (8) sedan, $990*.

KAISER—'49 sedan, $320.

LINCOLN—'49 Cosmopolitan sedan, $780*.

MERCURY—'53 sedan, $2,700*. '52 sedan, $2,050*, $2,100*, $2,205*, $2,250*. '51 sedan, $1,300*, $1,315*, $1,355*. '50 sedan, $775, $1,180*. '49 sedan, $795*, $805, $925*, $930*, $960*.

NASH — '50 Statesman sedan, $825*. '49 Ambassador sedan, $595*.

OLDSMOBILE—'52 (98) Holiday, $2,900*; (88) sedan, $2,360*, $2,600*. '51 (88) sedan, $1,670*, $1,685*. '50 (88) sedan, $1,085*. '49 (98) sedan, $935*, $965*. '47 (66) sedan, $500*. '46 (66) sedan, $430.

PACKARD—'51 (200) sedan, $1,420*.

PLYMOUTH — '53 Cranbrook sedan, $2,-020*, $2,075, $2,120*; Cambridge sedan, $1,805, $1,840. '52 Belvedere, $1,625*; Cranbrook sedan, $1,350, $1,555. '51 Cambridge sedan, $1,010, $1,015, $1,190. '49 Suburban, $830, $1,065. '48 sedan, $640.

PONTIAC—'53 Catalina, $2,950*; Chieftain (8) sedan, $2,700*. '52 Chieftain (8) sedan, 2 at $2,200*. '51 Catalina, $1,-835*; Chieftain (8) sedan, $1,375*. '50 station wagon, $1,040*, $1,385*.

STUDEBAKER — '51 Land Cruiser sedan, $1,290*; Commander (8) sedan, $1,145*; Champion sedan, $1,040*. '50 Champion sedan, $1,000*.

WILLYS — '53 ½-ton pickup, $1,700, $1,-750. '52 Jeep, $920. '49 station wagon, $640, $645. '48 ½-ton pickup, $380, $420.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday. Prices are for sale of Jan. 7.)

(Market very good here, buyers active. Sold 76 units out of 90 offerings.)

BUICK — '52 Special 4-dr., $1,860*. '50 Special 4-dr., $1,255, $1,245. '48 RM 2-dr. $525.

CADILLAC—'49 (62) 4-dr., $1,870*. '47 (62) 4-dr. $925.

CHEVROLET — '52 Deluxe 4-dr., $1,600; FL Deluxe 4-dr., $1,375, $1,360. '51 SL Special 2-dr., $1,145, $1,120, $1,050; SL Deluxe 2-dr., $1,335. '50 SL Special 2-dr., $1,005; SL Deluxe 2-dr., $1,110. '49 FL Deluxe 2-dr., $945, $935; FL Special 2-dr., $900. '48 FL aerosedan, $840, $830, $540, $530. '47 FL aerosedan, $650, $645. '42 2-dr., $105.

DeSOTO — '52 Fire Dome (8) club coupe, $1,800*.

FORD—'52 Victoria 4-dr., $2,205*. '51 Deluxe (8) 4-dr. $885, $890. '50 Custom (8) 2-dr., $960. '49 Custom (8) 2-dr., $780, $775; 4-dr., $795, $675, $670. '48 SD (8) 2-dr., $510, $505, $575, $560. '47 SD (8) conv., $310. '46 SD (8) 2-dr., $450, $440; SD (6) 4-dr., $460, $455; 2-dr., $535, $525.

HUDSON—'51 Hornet 4-dr. $1,260.

MERCURY — '49 4-dr., $725. '46 4-dr., $260.

OLDSMOBILE—'50 (88) 4-dr., $1,430*.

PACKARD—'46 4-dr., $175.

PLYMOUTH—'51 Cranbrook 4-dr., $1,070, $1,050. '40 4-dr., $125.

PONTIAC—'49 Chieftain (8) 4-dr., $680, $670. '48 SL (8) 2-dr., $425; 4-dr., $430. '47 SL (6) 2-dr., $310. '46 SL (8) 2-dr., $210, $200; Chieftain (8) 2-dr., $400; 4-dr., $380.

WILLYS—'49 Jeepster, $400.

ALBANY

(Tim Anspach Auto Auction. Sale every Monday. Prices are for sale of Jan. 5.)

(New year market opened strong here, with buyers from many points attending. Sold 77 units out of 97 offerings.)

BUICK—'51 RM sedan, $1,760*; Super sedan, $1,610*; Super Riviera sedan, $1,-680*. '50 Special sedan, $960, $975; RM sedan, $1,400*. '46 RM conv., $385.

CADILLAC—'51 (62) sedan, $3,050*. '49 (62) sedan, $1,675*. '48 (62) sedan, $1,-385*.

CHEVROLET—'51 SL Deluxe sedan, $1,-420*; club coupe, $925; station wagon, $1,430*. '50 SL Deluxe sedan, $1,160*, $1,080*; station wagon, $1,310*. '49 FL Special sedan, $830; SL Deluxe sedan, $810; conv., $960; club coupe, $890; FL Deluxe sedan, $920. '48 FM sedan, $790. '46 ½-ton panel, $375; SM business coupe, $250. '41 sedan, $200.

CHRYSLER—'48 Windsor sedan, $700.

DODGE—'53 Meadowbrook sedan, $1,970*, $2,050*; Diplomat sedan, $2,600*. '52 ½-ton pickup, $930. '50 Meadowbrook sedan, $935. '47 Custom sedan, $570.

FORD—'53 Victoria, $2,460*. '52 Mainline (8) sedan, $1,560, $1,435; Custom (8) conv., $1,750*. '51 Custom (8) sedan, $1,275*, $1,125, $1,270; Deluxe (8) sedan, $1,090, $1,120. '50 Deluxe (6) sedan, $860; Deluxe (8) sedan, $965*, $960. '49 Custom (6) sedan, $700; Custom (8) sedan, $720; Deluxe (8) sedan, $700. '47 SD (8) club coupe, $335.

KAISER—'51 sedan, $1,100*.

MERCURY—'52 Monterey, $2,065*. '51 club coupe, $1,470*, $1,350.

NASH—'51 Rambler conv., $1,080. '50 Ambassador sedan, $925*. '49 Ambassador sedan, $350.

OLDSMOBILE — '50 (88) sedan, $1,530*. '49 (98) sedan, $960*, $1,010; (88) sedan, $910. '48 (88) sedan, $810. '47 (76) sedan, $530.

PACKARD—'51 (200) business coupe, $1,-280. '47 sedan, $310.

PLYMOUTH—'50 SD sedan, $1,230; Deluxe sedan, $990. '49 Deluxe sedan, $785. '48 SD sedan, $570.

PONTIAC—'53 Chieftain (8) sedan, $2,660*. '48 SL (6) sedan, $750. '46 SL (6) sedan, $450.

STUDEBAKER—'50 Champion sedan, $840. '47 Champion sedan, $370.

WILLYS—'49 station wagon, $700*; Suburban, $560*. '48 Jeep, $600.

APRIL

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday. Prices are for sale of Apr. 3.)

(Sold 164 cars out of 327 offerings.)

BUICK—'52 Super Riviera sedan, $1,980*, $1,950*. '51 RM sedan, $1,650*, $1,500*; Special 2-dr., $1,375, $1,360. '50 RM sedan, $1,075*, $1,000*; Special sedan, $880. '49 Super sedan, $900. '41 Century sedan, $260.

CADILLAC—'52 (62) sedan, $3,700*; sedan, $3,600*. '51 (62) sedan, $2,950*; conv., $2,930*; (61) club coupe, $2,900*; sedan, $2,750*. '49 (62) sedan, $1,750*. '48 conv., $1,510*.

CHEVROLET—'53 Bel Air sedan, $2,375*; conv., $2,075; suburban, $2,025; (210) sedan, $2,010, $1,930, $1,900; ½-ton pickup, $1,300. '52 Bel Air, $1,940*, $1,-875; conv., $1,770*; FL Deluxe sedan, $1,430; club coupe, $1,300. '51 Bel Air, $1,300; SL Deluxe sedan, $1,275, $1,250, $1,150; FL Deluxe sedan, $1,160, $1,150. '50 FL Deluxe sedan, $975, $850; SL Deluxe sedan, $895, $975, $885. '49 FL Special, $800; sedan, $750, $675. '47 FM $480.

CHRYSLER—'53 NY sedan, $2,725*. '48 NY sedan, $525.

DeSOTO — '51 Custom sedan, $1,325*. '50 sedan, 2 at $800.

DODGE—'53 Meadowbrook sedan, $2,150*. '52 Coronet sedan, $1,310, $1,000. '51 Diplomat, $1,250, $1,125. '49 Coronet sedan, $825; Meadowbrook sedan, $700, $600. '47 ½-ton pickup, $200.

FORD—'53 conv., $2,410*; Custom (8) sedan, $2,250*, $2,160. '52 Victoria, $2,-080*, $1,860*; Custom (8) club coupe $1,825; sedan, $1,750, $1,650; Main (8) sedan, $1,400. '51 conv., $1,440*; Custom (8) sedan, $980, $940. '50 $1,000, $930, $910, $880; sedan, $825. '49 Custom (8) club coupe, $700, $750. '48 SD (8) sedan, $475; conv., $375. '42 ½-ton wrecker, $690.

HUDSON—'51 Hornet, $1,175. '50 PM sedan, 2 at $700. '49 Super (6) sedan, $500.

LINCOLN—'46 Continental coupe, $900.

MERCURY—'52 Monterey, $2,000*; sedan, $1,800*, $1,700. '51 club coupe, $1,330*, $1,275*; sedan, $1,150. '50 club coupe, $1,090, $1,050, $910; sedan, $825. '49 club coupe, $810. '48 club coupe, $685. '47 sedan, $845.

NASH — '51 Rambler conv., $1,075. '50 Statesman sedan, $600.

OLDSMOBILE — '53 (98) sedan, $3,100*; (88) conv., $3,050*. '52 (98) sedan, $2,-305*; (88) sedan, $2,200*. '51 (98) sedan, $1,560*, $1,550*; Super (88) sedan, $1,355*. '50 (98) Holiday, $1,360*; (88) sedan, $1,325*, $1,300*. '49 (98) sedan, $1,060. '47 (88) sedan, $620.

PACKARD—'51 sedan, $1,170*. '48 sedan, $400*.

PLYMOUTH—'53 Cambridge sedan, $1,-665*; Cranbrook sedan, $1,650. '52 Savoy, $1,710. '51 Belvedere, $1,300, $1,-240; Cambridge sedan, $1,175; club coupe, $1,080; Cranbrook sedan, $1,075, $1,000. '50 Deluxe sedan, $775, $760. '49 SD sedan, $750.

PONTIAC — '53 Chieftain (8) sedan, $2,-520*, $2,480*. '52 Catalina, $2,250*, $2,-200*, $2,100. '51 Chieftain (8) sedan, $1,500; Catalina, $1,500. '50 conv., $1,-150*; Chieftain (8) club coupe, $1,075*, $925. '49 SL (8) 2-dr., $500.

STUDEBAKER—'51 Land Cruiser, $1,170*; Commander sedan, $1,050, $1,100. '50 Champion sedan, $750, $730.

WILLYS—'53 station wagon, $1,580; ½-ton pickup, $1,525.

DENVER

(Denver Auto Auction. Sale every Tuesday. Prices are for sale of Apr. 7.)

(Prices slightly lower, demand still strong for late clean units. Sold 282 cars out of 459 offerings.)

BUICK—'53 RM 2-dr., $3,015*; Super 4-dr., $2,975*. '52 Super Riviera 2-dr., $2,-150*, $1,700. '51 RM 2-dr., $1,755*; Super Riviera 4-dr., $1,710*. '50 RM 4-dr., $1,025*.

CADILLAC—'53 (60) 4-dr., $5,400*. '52 Coupe deVille, $4,145*, $4,050*, $3,935*; (62) club coupe, $3,835; (60) sedan, $3,-810*; 2-dr., $2,095*. '51 (62) 4-dr., $2,-825*, $2,655*. '50 (62) 4-dr., $2,340*. '49 (62) 4-dr., $1,740.

CHEVROLET — '53 (210) 4-dr., $2,475*; conv., $2,400*, $2,305*; Bel Air conv., $2,375*; 2-dr., $2,165*, $2,095*. '52 FL Deluxe 2-dr., $1,525*. '51 FL Deluxe 4-dr., $1,200*. '50 conv., $1,090.

CHRYSLER—'53 N. Y. 4-dr., $3,025*. '52 N. Y. club coupe, $1,825*. '51 Saratoga 4-dr., $1,670*. '50 Royal 4-dr., $1,065*. '49 N. Y. 4-dr., $1,150.

DODGE—'53 Meadowbrook sedan, $1,845*. '52 ½-ton pickup, $1,005. '50 Ccronet 4-dr., $990*, $890*.

FORD—'53 Victoria, $2,490*, $2,410; ranch wagon, $2,440*; conv., $2,310*; (6) ranch wagon, $2,260*; Mainline (6), $1,-875. '52 (8) ranch wagon, $1,775; Custom (8) 2-dr., $1,560. '51 conv., $1,-365*, $1,110. '50 Custom (8) 4-dr., $900; station wagon, $775.

FRAZER—'51 4-dr., $800*.

HUDSON — '51 Hornet 4-dr., $1,395. '49 Super (6) 4-dr., $650.

KAISER—'51 2-dr., $740; Henry J (4) 2-dr., $530.

LINCOLN—'51 Capri, $1,695*. '50 Sportsman sedan, $900. '49 Cosmopolitan, $675.

MERCURY—'53 Monterey, $2,460*. '52 4-dr., $2,045*, $1,975*, $1,915; Monterey, $1,795. '51 4-dr., $1,530*, $1,460, $1,425. '50 club coupe, $1,195*; 4-dr., $1,135*, $1,125*. '49 4-dr., $690.

NASH—'52 Statesman, $1,375*. '51 Statesman, $1,005*; Rambler station wagon, $1,005*.

OLDSMOBILE—'53 (98) Holiday, $3,550*, $3,335*; 4-dr., $3,375*; (88) Holiday, $3,250*. '52 (98) Holiday, $2,620*; Super (88) 4-dr., $1,915*. '51 (98) 4-dr., $1,-580*. '50 (88) 4-dr., $1,250*, $1,220.

PLYMOUTH — '53 Cambridge Suburban, $2,200*; Belvedere, $2,150*, $2,135; Cranbrook 4-dr., $1,945*, $1,810. '52 Savoy, $1,690. '51 Belvedere, $1,205. '50 Deluxe club coupe, $765.

PONTIAC—'53 Catalina, $3,000*, $2,905*; conv., $2,830*; station wagon, $2,820*. '52 Catalina, $2,065*. '51 Catalina, $1,-700*. '50 Chieftain (8) 4-dr., $1,190*.

STUDEBAKER—'53 Commander (8) Starlinre, $2,410; Champion 2-dr., $1,940. '51 Commander (8) sedan, $1,050. '50 Champion sedan, $790.

WILLYS—'53 station wagon, $1,930. '51 station wagon, $1,130; Jeepster conv., $770.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday. Prices are for sale of Apr. 1.)

(Conditions as a whole appear to be better in this area. Sold 60 cars out of 105 offerings.)

BUICK—'47 Super 4-dr., $530.

CHEVROLET — '53 ½-ton pickup, $1,255. '52 SL Deluxe 2-dr., $1,515*. SL Special 2-dr., $1,180; SL Deluxe 4-dr., $1,170. '51 ½-ton pickup, $820; SL Deluxe 2-dr., $1,165; 4-dr., $1,185. '50 FL Deluxe 4-dr., $905; conv., $840. '49 SL Deluxe 2-dr., $700. '48 FL 2-dr., $630, $620. '47 FL 2-dr., $600. '42 wrecker, $525.

FORD—'52 Victoria, $1,660*; Custom (8) 2-dr., $1,400; 4-dr., $1,110. '51 Custom (8) 2-dr., $1,105; 4-dr., $1,120; Deluxe (8) 4-dr., $890. '50 Custom (8) 4-dr., $785; 2-dr., $1,025, $1,000. '49 ½-ton pickup, $420; Custom (8) 2-dr., $685, $755; 4-dr., $710. '48 SD (8) 2-dr., $615. '41 SD (8) 2-dr., $310. '34 ½-ton pickup, $110.

HUDSON—'49 Commodore (8) 2-dr., $600.

MERCURY—'51 4-dr., $1,185, $1,300*. '50 $790; 4-dr., $1,120*.

OLDSMOBILE—'53 Super (88) 2-dr., $2,-$710*. '50 (88) 4-dr., $1,290*; (88) 2-dr., $1,280*.

PLYMOUTH — '51 Cambridge club coupe, $1,040; 4-dr., $970. '50 SD 4-dr., $850; Deluxe club coupe, $800. '49 SD club coupe, $530; Deluxe club coupe, $860.

PONTIAC—'53 Chieftain (83 2-dr., $3,000*. '50 SL (8) 2-dr., $910.

STUDEBAKER—'52 Champion 2-dr., $750. '51 Champion 2-dr., $790.

WILLYS—'49 Jeepster, $510.

ALBANY, N. Y.

(Tim Anspach Auto Auction. Sale every Monday. Prices are for sale of Apr. 6

(Cold rain slowed down consignments until market tottered slightly downward. Sold 101 cars out of 124 offerings.)

BUICK—'53 RM Riviera sedan, $3,150*. $3,275*; Special sedan, $2,470*. '52 RM sedan, $2,300*. '50 Super Riviera sedan, $1,250*. '48 RM sedan, $640*.

CADILLAC—'51 (62) sedan, $2,650*, $2,-625*. '49 (62) sedan, $1,630*.

CHEVROLET—'53 (210) sedan, $2,000; Bel Air sedan, $2,200, $2,450*, $2,100, $2,-300; Handy Man, $2,250. '52 SL Special sedan, $1,400; club coupe, $1,600*; FL Deluxe sedan, $1,400. '51 SL Special sedan, $1,155, $1,200; SL Deluxe sedan, $1,275*, $1,300*; FL Deluxe sedan, $1,-200, $1,250*. '50 FL Deluxe sedan, $1,-080, $1,020, $1,000; SL Deluxe sedan, $1,145*, $1,040, $1,050*, $1,070*. $980. '49 SL Deluxe sedan, $640, $850. '48 FL aerosedan, $690, $680; SM sedan, $700; FM sedan, $700. '47 FL sedan, $620; SM sedan, $540, $580.

DeSOTO—'53 Sportsman, $3,000*. '51 Deluxe sedan, $1,260*. '49 Deluxe sedan, $880. '46 Custom sedan, $400.

DODGE—'53 Coronet sedan, $2,240*. '52 Wayfarer sedan, $1,180. '50 Coronet club coupe, $1,160*. '49 Wayfarer sedan, $670.

FORD — '53 Custom (6) sedan, $2,125*; Custom (8) sedan, $2,200*. '52 Deluxe (8) sedan, $1,412; (8) ½-ton pickup, $970. '51 Deluxe (6) sedan, $1,035; Custom (8) sedan, $1,100*. '50 Deluxe (8) sedan, $1,000; club coupe, $860. '48 SD (6) sedan, $585.

FRAZER—'47 sedan, $210.

HUDSON—'50 Commodore (8) sedan, $890.

KAISER—'51 sedan, $870*.

LINCOLN — '53 Cosmopolitan sedan, $3,-270*. '52 Capri sedan, $3,025*.

MERCURY—'53 sedan, $2,250*. '52 Monterey sedan, $1,850*. '47 sedan, $490.

NASH — '51 Rambler suburban, $1,025; conv., $935*. '50 Ambassador sedan, $720*. '49 (600) sedan, $660.

OLDSMOBILE — '50 (98) sedan, $1,200*; (88) sedan, $1,110*.

PACKARD—'51 (200) club coupe, $1,350*.

PLYMOUTH — '53 Belvedere, $2,250*; Savoy, $2,125. '51 Cranbrook sedan, $1,-385, $1,250. '50 Deluxe sedan, $1,010; business coupe, $770. '49 SD sedan, $880.

PONTIAC—'51 Catalina, $1,750*; Chieftain (8) sedan, $1,600*; station wagon, $1,-760*. '50 Chieftain (8) sedan, $1,465*. '46 Torpedo (8) sedan, $400.

STUDEBAKER — '53 Land Cruiser sedan, $2,330*; Champion sedan, $1,860*.

WILLYS—'49 station wagon, $395*.

MISCELLANEOUS — '50 English Ford sedan, $260.

AUGUST

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday. Prices are for sale of Aug. 5.)

(Reasonably active sale, with smaller number of entries. Sold 33 cars out of 68 offerings.)

BUICK—'50 Super 4-dr., $2,080*.

CHEVROLET—'53 (210) 4-dr., $1,680. '50 ½-ton pickup, $410. '48 SM 2-dr., $380. '47 FM 4-dr., $420. '41 4-dr., $340.

CHRYSLER—'51 NY 4-dr., $1,200*.

DeSOTO—'49 Custom 4-dr., $780.

DODGE — '50 Wayfarer 2-dr., $805. '49 Wayfarer 2-dr., $515.

FORD—'53 Custom (8) 2-dr., $1,780. '52 Custom (8) 2-dr., $1,330. '51 Custom (8) 2-dr., $955. '50 Custom (6) 2-dr., $705;

Continued on Page 252)

Facts-
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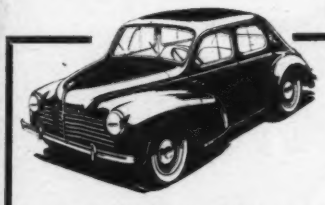

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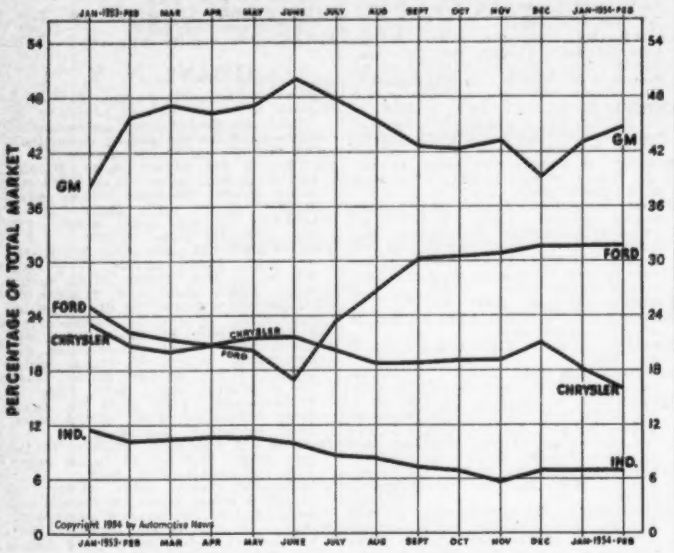
Charting Market Penetration



Graph indicates the variations in market penetration for the Big Three and the independents since January, 1953. The chart reflects a downward trend for the independents, which reached a low point last November and then staged a mild recovery. Ford Motor Co.'s low point came in June amid supply troubles. Ford climbed sharply during the summer, then leveled off, showing a slight additional increase in December. Chrysler Corp.'s overall trend has been downward, with its highest point registered in January, 1953, and its lowest in February, 1954. General Motors shows an increase for January and February, 1954, but is still well below the peak set in June. GM's June high spot coincided with the sag for Ford, and its initial 1954 increase roughly corresponded with a decline for Chrysler.

Truck Sales by Weight Class ('51-'52-'53)

Weight GVW	Pct. Share of Sales, 1951	Pct. Share of Sales, 1952	Pct. Share of Sales, 1953	Mkt. Change in Pct. Pts. '52-'53
5,000 lbs. or Less	46.78	43.18	49.53	+6.35
5,001-10,000	19.15	19.33	18.57	— .76
10,001-14,000	7.01	6.41	4.89	—1.52
14,001-16,000	16.93	19.73	16.20	—3.53
16,001-19,500	3.67	4.07	3.96	— .11
19,501-26,000	4.34	4.44	3.90	— .54
26,001 and over	2.12	2.84	2.95	+ .11
Total	100	100	100	0

Wholesale Used-Car Prices

(Continued from Page 251)

Custom (8) 2-dr., $800, $870; Station Wagon, $670; ½-ton pickup, $665. '47 SD (8) 2-dr., $365. '46 SD (8) 2-dr., $480. '42 SD (8) 2-dr., $115.

HUDSON—'49 4-dr., $375.

LINCOLN—'49 2-dr., $800.

MERCURY—'50 4-dr., $430. '49 4-dr., $675.

NASH—'53 Station Wagan, $1,070.

OLDSMOBILE—'52 (88) 4-dr., $1,350*.

PACKARD—'49 4-dr., $545.

PONTIAC—'53 Chieftain (8) 4-dr., $2,080*, $2,140*. '50 SL (6) 2-dr., $780.

ALBANY, N. Y.

(Tim Anspach Auto Auction. Sale every Monday. Prices are for sale of Aug. 3.)

(Prices remained about the same as a week earlier. For the most part, offerings were not quality offerings, but clean cars are bringing nearly retail prices.)

BUICK—'51 RM sedan, $1,500*. '50 Special sedan, $840*. '49 RM sedan, $785*, $610*; Super sedan, $780*, $730*. '47 Super sedan, $450. '41 Special club coupe, $150.

CADILLAC — '53 Special deVille, $4,500*. '52 (62) sedan, $3,225*. '50 (62) sedan, $1,870*. '48 (62) conv., $960*. '46 (60) sedan, $470*.

CHEVROLET—'52 SL Deluxe sedan, $1,150, $1,375*; SL Special sedan, $1,160. '51 SL Deluxe sedan, 2 at $1,050, $1,040, $1,060*, $1,025, $1,075; Bel Air, $1,285*; SL Special sedan, $730; FL Deluxe sedan, $1,025. '50 FL Deluxe club coupe, $870*; Station Wagon, $1,060; SL Special sedan, $805; FL Deluxe sedan, $950*, $900; SL Deluxe conv., $900; sedan, $950*, 2 at $930, 2 at $920. '49 SL Deluxe sedan, $850, $700, $785, $810, $780; FL Deluxe sedan, $740; FL Special sedan, $710.

CHRYSLER—'53 Windsor conv., $2,825*. '52 Saratoga club coupe, $1,920*. '49 Windsor Station Wagon, $750.

DeSOTO—'53 Fire Dome (8) sedan, $2,425*. '50 Deluxe sedan, $920*.

DODGE—'52 Coronet club coupe, $1,260*. '50 Wayfarer business coupe, $530; Coronet club coupe, $870*; sedan, $885*. '49 Coronet club coupe, $660*.

FORD — '52 Custom (8) sedan, $1,050; Country Squire, $1,720*. '51 (8) ½-ton panel $610; 1½-ton pickup, $560; Deluxe (6) sedan, $650; Custom (6) sedan, $970*; Custom (8) sedan, $1,050; Victoria sedan, $1,000*. '50 Deluxe (6) sedan, $620; Custom (8) sedan, $835. '49 Deluxe (8) sedan, $640, $590. '47 SD (8) sedan, $380. '46 SD (8) club coupe, $330.

HUDSON—'48 Super (6) sedan, $220. '47 Super sedan, $120. '46 Commodore (8) club coupe, $100.

LINCOLN — '49 sedan, $570*. '48 sedan, $200*.

MERCURY—'53 Monterey sedan, $2,290*, $2,200*. '52 sedan, $1,500. '51 sedan, $1,040*; conv., $1,260*. '49 sedan, $620, $720*. '48 conv., $570.

NASH—'52 Rambler country club, $1,130*. '51 Statesman sedan, $790, $860. '50 Statesman sedan, $550*. '49 Ambassador sedan, $480. '48 Super club coupe, $375. '47 (600) sedan, $260.

OLDSMOBILE—'53 (88) conv., $2,870*. '52 Super (88) sedan, $1,675*. '51 (88) Holiday, $1,630*. '50 (98) sedan, $1,125*. '47 (98) sedan, $350*. '46 (66) sedan, $220*.

PACKARD—'52 (200) sedan, $1,320*. '46 Clipper sedan, $190.

PLYMOUTH—'53 Cranbrook sedan, $1,710. '51 Cambridge club coupe, $1,000. '50 suburban, $1,160; SD sedan, $910. '49 Deluxe station wagon, $800. '48 Deluxe sedan, $160. '46 SD sedan, $160.

PONTIAC — '53 Chieftain (8) sedan, $2,400*; conv., $2,675*; Catalina, $2,775*, $2,650*, $2,600*. '52 Catalina, $2,125*; $2,075*. '51 Chieftain (8) sedan, $1,340*, $1,425*. '50 Chieftain (8) sedan, $900.

STUDEBAKER—'50 Champion club coupe, $650*. '46 Champion sedan, $130*.

DENVER

(Denver Auto Auction. Sale every Tuesday. Prices are for sale of Aug. 4.)

(Market appears steady. Sold 105 cars out of 218 offerings.)

BUICK—'53 RM 4-dr., $2,765*. '52 Super Riviera 4-dr., $1,525*. '51 Super conv., $1,395*. '50 Super Riviera 2-dr., $1,165*; Super 4-dr., $945, $815; Special 4-dr., $815. '49 RM 4-dr., $560. '48 Super conv., $565.

CADILLAC—'53 (60) 4-dr., $4,505*. '52 Fleetwood 4-dr., $3,335*; (62) 4-dr., $3,220*. '49 (62) 4-dr., $1,720*. '47 (62) 4-dr., $690.

CHEVROLET — '53 (210) conv., $1,995*; Bel Air sport coupe, $1,930*; (210) 2-dr., $1,770. '52 Bel Air, $1,630; station wagon, $1,570; 2-ton pickup, $1,135. '51 FL Deluxe 4-dr., $1,000*. '50 FL Deluxe 2-dr., $820. '49 SL Deluxe 4-dr., $755.

CHRYSLER — '53 NY 4-dr., $3,095*, $3,000*; Windsor Newport, $2,920*. '52 Saratoga, 4-dr., $1,710*. '51 Windsor 4-dr., $1,230*. '49 Windsor 4-dr., $805*.

DODGE—'53 Coronet 4-dr., $1,895; ½-ton pickup, $970.

FORD—'53 Country Squire, $2,395*; Country sedan, $2,280*, $2,230*; Victoria, $2,200*, $2,180*, $2,105; conv., $2,005*; Custom (8) 4-dr., $1,870. '52 Victoria, $1,800; ranch wagon, $1,705*, $1,625; conv., $1,360; Custom (8) 2-dr., $1,120; ¾-ton pickup, $1,000. '51 Deluxe (8) conv., $825. '50 conv., $850, $795. '49 Custom (8) club coupe, $700.

HUDSON—'51 Hornet 4-dr., $1,080.

KAISER—'51 Deluxe 4-dr., $875.

LINCOLN—'53 Capri coupe, $3,950*. '49 2-dr., $555.

MERCURY—'53 4-dr., $2,305*; sport coupe, $2,205*; 2-dr., $2,125*. '51 4-dr., $1,255, $1,230; sport sedan, $1,155. '49 club coupe, $740.

NASH—'52 Rambler Country Club, $1,120*; station wagon, $980. '50 Statesman 4-dr., $560.

OLDSMOBILE — '53 (98) conv., $3,095*; (88) Holiday, $2,950*; 4-dr., $2,640*. '52 (98) Holiday, $2,420*. '50 (76) 2-dr., $755. '49 (76) 2-dr., $640.

PLYMOUTH—'53 Savoy, $2,090; suburban, $1,860. '52 Savoy, $1,650.

PONTIAC—'53 Catalina, $2,515*, $2,470*; Chieftain (8) 4-dr., $2,280. '52 Chieftain (8) 4-dr., $1,505, $1,475, $1,405. '51 Chieftain (8) 4-dr., $1,160. '49 Chieftain (6) 4-dr., $755. '48 SL (6) 2-dr., $400.

STUDEBAKER—'51 Commander (6) 4-dr., $850. '50 Land Cruiser, $720.

WILLYS—'53 Jeep, $1,465.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday. Prices are for sale of Aug. 7.)

(Prices higher on clean cars. Sold 240 cars out of 315 offerings.)

BUICK—'53 Super Riviera 4-dr., $2,680*, $2,650*, $2,535*, $2,250, $2,570*; conv., $2,535*; 2-dr., $2,400*. '52 RM Riviera coupe, $1,925*; 2-dr., $1,850; Super Riviera 2-dr., $1,725, $1,620. '51 Super Riviera 4-dr., $1,450*; Super 4-dr., $1,295*. '49 Special 4-dr., $605.

CADILLAC — '52 coupe deVille, $3,650*; (62 $2,900*. '51 (62) conv., $2,750*. '50 (61) coupe, $2,075*.

CHEVROLET—'53 conv., $1,950*; Bel Air sedan, $1,950, $1,910; (210) 2-dr., $1,740, $1,720, $1,625; 4-dr., $1,650, $1,600. '52 Bel Air, $1,400; SL Deluxe 2-dr., $1,345*, $1,325*, $1,150, $1,135. '51 Bel Air, $1,200; SL Deluxe 2-dr., $1,200*, $975, $900; 4-dr., $1,050, $1,000, $975. '50 4-dr., $955, $875, $870, $800. '49 SL Deluxe 4-dr., 2 at $700.

CHRYSLER — '51 Windsor 4-dr., $1,250*. '50 Windsor 4-dr., $850, $800.

DeSOTO—'53 Fire Dome (8) 4-dr., $2,200. '50 Custom 2-dr., $775. '49 Deluxe club coupe, $474. '40 Deluxe 4-dr., $100.

DODGE—'53 station wagon, $2,000*, $1,860. '52 Wayfarer club coupe, $850. '51 Wayfarer sedan, $800.

FORD—'53 Victoria, $2,200*; Custom (8) 2-dr., $1,875*, $1,860*; ranch wagon, $1,825. '52 Custom (8) 4-dr., $1,350*; 2-dr., $1,160; conv., $910. '51 Victoria, $1,295*, $1,175, $1,170, $1,075; Custom (8) 4-dr., $1,050; Deluxe (8) 2-dr., $925. '50 Custom (8) 2-dr., $1,000*, $950, $575. '49 Custom (8) sedan, $650, $645, $600; conv., $425.

HUDSON—'51 PM 4-dr., $550.

MERCURY—'52 Monterey, 2 at $2,430*; 4-dr., $2,260*, $2,150, $2,100. '51 club coupe, $1,265, $1,140, $1,050. '50 sport sedan, $1,185. '49 club coupe, $825, $675; 4-dr., $625; conv., $580. '48 conv., $580. '46 4-dr., $410.

OLDSMOBILE—'53 Super (88) 4-dr., $2,750*, $2,525, $2,500. '52 (98) 4-dr., $2,050*. '51 (98) 4-dr., $1,500, $1,400; (88) 4-dr., $1,250*. '50 (88) sedan, $1,150*; (88) 4-dr., $1,000, $950; 2-dr., $975. '47 (76) sedan, $335.

PACKARD—'51 4-dr., $1,000.

PLYMOUTH—'53 Belvedere $1,860; Cranbrook 4-dr., $1,680, $1,675, $1,670. '51 suburban, $1,050; Cranbrook sedan, $940, $700. '50 SD 4-dr., $700, $690.

PONTIAC — '53 Chieftain (8) 4-dr., $2,200*, $2,050*, $1,545. '51 Chieftain (8) 4-dr., $1,175. '50 Chieftain (8) 4-dr., $850; club coupe, $850.

DECEMBER
DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday. Prices are for sale of Dec. 2.)

(Dealers hesitant, afraid to buy, 40 cars sold out of 102 offerings.)

BUICK—'47 Super 4-dr., $317. '46 Super 2-dr., $220.

CHEVROLET—'51 Bel Air 2-dr., $795. '50 SL Deluxe 4-dr., $760, $750, $710. '47 FM 2-dr., $300, $295; FL 2-dr., $255, $140.

CHRYSLER—'46 2-dr., $305.

FORD—'53 Crest (8) 2-dr., $1,710; Mainline (8) 4-dr., $1,315; Victoria, $1,600. '52 Mainline 4-dr., $1,005. '51 Custom (8) 2-dr., $1,060, $700; Deluxe, $675. '46 Deluxe 2-dr., $400. '41 Special Deluxe 2-dr., $120, $105.

HUDSON—'48 4-dr., $310.

MERCURY — '49 2-dr., $460. '46 2-dr., $310, $125.

OLDSMOBILE — '50 (88) 2-dr., $770. '49 (88) 2-dr., $455.

PACKARD—'51 4-dr., $905.

PLYMOUTH—'51 Belvedere 2-dr., $795. '49 4-dr., $170.

PONTIAC — '49 (8) 2-dr., $575. '46 (8) 2-dr., $190.

ALBANY

(Tim Anspach Auto Auction. Sale every Monday. Prices are for sale of Dec. 1.)

(Market same as last week. Bidding brisk with present market prices. 114 cars sold out of 143 offerings.)

BUICK — '53 RM sedan, $2,275*. '50 Special sedan, $840*, $770, $610, $520; Super $930*. '49 Super sedan, $500.

CADILLAC — '53 coupe deVille, $3,950*.

CHEVROLET—'53 Bel Air sedan, $1,800*, $1,700*, $1,510. '52 FL Deluxe sedan, $1,110; $1,035. '51 SL Deluxe sedan, $840*; FL Deluxe, $840. '50 SL Deluxe sedan, $750*; club, $630; Special, $620, $600, $510; FL, $710*. '48 Aerosedan, $410. '47 FM conv., $260.

CHRYSLER—'51 Windsor sedan, $1,000*. '47 NY sedan, $160*; Windsor, $140.

DeSOTO—'50 Custom sedan, $860, $740*; conv., $785*.

DODGE—'50 Coronet club, $700*; Meadowbrook sedan, $490. '49 Wayfarer sedan, $540, $430; ½-ton panel, $170.

FORD—'52 Custom (8) club, $1,190; sedan, $1,100*; Ma'n (8), $950. '51 Custom (8) sedan, 2 at $900*, $790, $660; Deluxe $810, $660; club, $850*; conv., $760. '50 Deluxe (8) sedan, $530, $520; Custom, $620, $580, $585, $550, $420; club, $680, $420. '49 Custom (8) sedan, $460, $450; (6), $500, $400; Deluxe (8) $480.

HUDSON—'52 Hornet sedan, $1,340*. '47 Super (8) sedan, $115.

MERCURY—'53 sedan, $1,685*. '52 sedan, $1,460*, $1,250. '51 sedan, $770; club $975*.

NASH—'52 Statesman sedan, $650*; Ambassador, $550*. '49 (600) sedan, $230. '47 Ambassador sedan, $160*.

OLDSMOBILE — '51 (88) sedan, $1,120*. '50 (98) sedan, 2 at $700*; (88) sedan, $730*. '49 (88) sedan, $580*. '48 (76) sedan, $350*; (98), $380*.

PACKARD — '51 sedan, $775*. '49 sedan, $250.

PLYMOUTH — '53 Cranbrook sedan, $1,260*. '52 Cranbrook club, $920. '51 Cranbrook sedan, $450; conv., $880. '50 Special Deluxe conv., $640. '49 Special Deluxe sedan, $520. '48 Special Deluxe sedan, $340.

PONTIAC — '53 Catalina (8) sedan, $2,160*. '52 Chieftain (6) sedan, $725; (8) $1,410*; Catalina (8), $1,650*. '50 SL (8) sedan, $600. '49 Chieftain (8) sedan, $610*. '47 Torpedo (6) conv., $170. '46 SL (6) sedan, $270.

STUDEBAKER — '51 Land Cruiser sedan, $625*; Commander, $650*. '49 Land Cruiser sedan, $390.

WILLYS — '48 Jeep, $650. '47 station wagon, $310*.

DENVER

(Denver Auto Auction. Sale every Tuesday. Prices are for sale of Dec. 1.)

(Steady on new cars, used cars slightly off. 80 cars sold out of 148 offerings.)

BUICK—'53 Riviera 2-dr., $2,269. '51 RM coupe, $1,155. '50 RM coupe, $915.

CADILLAC—'53 (62) 4-dr., $3,535* (ps). '51 (62) 4-dr., $2,035*. '50 (62) 4-dr., $1,585*.

CHEVROLET — '53 Bel Air sport coupe, $2,045; conv., $1,810; 4-dr., $1,795, $1,780, $1,715; 2-dr., $1,730, $1,660, $1,615; (210) 2-dr., $1,450; ½-ton pickup, $1,115. '52 4-dr., $1,000.

CHRYSLER — '54 Windsor 4-dr., $2,555*. '53 NY 4-dr., $2,500*. '51 Windsor club coupe, $1,000*. '49 Royal 4-dr., $765*, $215. '47 NY 4-dr., $240.

DeSOTO—'51 Custom 4-dr., $905.

DODGE—'53 Meadowbrook 4-dr., $1,330*; club coupe, $1,125. '51 Coronet 4-dr., $780, $530.

FORD—'53 (8) ranch wagon, $2,035*; Victoria, $2,005*, $1,765, $1,350; conv. $1,955*; Custom (8) 4-dr., $1,665, $1,230. '52 Victoria, $1,440. '51 Custom (8) club coupe, $935; 4-dr., $900; 2-dr., $835.

MERCURY—'53 Custom sport coupe, $2,375, $2,230; 4-dr., $2,200, $2,125. '51 4-dr., $955. '50 4-dr., $780; club coupe, $670. '49 sport sedan, $500; station wagon, $410; 2-dr., $405.

NASH — '51 Ambassador 4-dr., $755. '50 Statesman 2-dr., $515.

OLDSMOBILE — '53 (88) Holiday, $3,110* (ps), $2,490*.

PLYMOUTH — '54 Plaza suburban, $2,025*; club coupe, $1,615; Belvedere 4-dr., $1,875*. '51 Cranbrook 4-dr., $630. '48 Special Deluxe 4-dr., $335. '47 4-dr., $275.

PONTIAC—'53 Chieftain (8) 4-dr., $2,374* (ps). '49 Deluxe 4-dr., $605.

STUDEBAKER—'48 Commander (6) 4-dr., $245.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Thursday. Prices are for sale of Dec. 4.)

(Sold 105 cars out of 205 offerings.)

BUICK—'51 Super sedan, $1,200; Riviera, $970. '50 Special sedan, $575, $550; RM sedan, $525.

CADILLAC — '52 (62) sedan, $3,075*. '50 (62) sedan, $1,850*.

CHEVROLET — '53 Bel Air sport coupe, $1,800*, $1,735*; (210) sedan, $1,300*. '52 FL Deluxe sedan, $1,200*; $975. '51 SL Deluxe sedan, $900, $820; FL Deluxe sedan, $800; SL Deluxe conv., $690; ¾-ton pickup, $505. '50 SL Deluxe sedan, $620, $550, $535. '49 FL Deluxe sedan, $610, $530, $500. '48 FL aerosedan, $500, $410, $420. '47 FL sedan, $390, $375. '46 SM sedan, $285. '41 station wagon, $400. '39 sedan, $280.

CHRYSLER — '50 Windsor sedan, $700, $680.

DeSOTO — '52 Fire Dome (8) sedan, $1,390, $1,275*, $1,200; Custom (6) sedan, $1,000.

DODGE — '52 Coronet Sierra Wagon, $1,350*; ½-ton pickup, $580; Wayfarer sedan, $560. '50 Meadowbrook sedan, $700, $450, $440. '46 Deluxe sedan, $130.

FORD—'53 ½-ton pickup, $1,050; Custom (8) sedan, $1,810*, $1,700*; Victoria, $1,800*, $1,740*, $1,650*. '51 Victoria sedan, $1,085*, $805; Custom (8) sedan, $1,005*, $900, $860, $690, $675, $600; conv., $630. '50 Deluxe (8) sedan, $760, $570; club coupe, $725; Custom Deluxe (8) conv., $500. '49 Custom (8) sedan, 2 at $600, $560*, $525; coupe, $510. '47 Super Deluxe (8) conv., $225. '46 Deluxe (6) sedan, $330. '41 Deluxe (6) sedan, $250.

NASH—'52 Rambler, $705. '51 Rambler, 2 at $775.

OLDSMOBILE — '52 (88) sedan, $1,600*, $1,550*.

PLYMOUTH—'54 Savoy sedan, $1,725*. '52 Cambridge sedan, $900. '51 Concord Savoy, $870; Cranbrook sedan, $750, $660.

WILLYS — '50 Jeepster, $390. '51 station wagon, $700.

PROTECT YOUR SHOWROOM FLOOR WITH D & M UNDER CAR COVERS

- Quick, Easy Installation
- Cannot Be Seen
- Treated Material Resists Oil, Grease, Water and Fuel
- Eliminates Unsightly Drip Pans

Large Buick and Cadillac Slightly Higher

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Manufacturers of Stake and Pick-Up Tops

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1 **BENDIX® FOLO-THRU STARTER DRIVES**
The newest BENDIX Starter Drive is designed to crank your engine continuously until it is actually running. It *cannot* kick out of mesh with the flywheel ring gear due to weak explosions.

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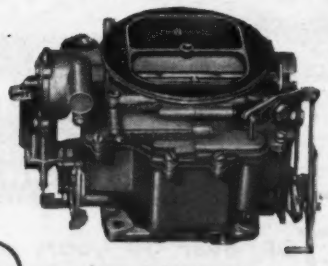
Here is the pump that surpasses all pumps of its type with a delivery of more than 30 gallons per hour. Prevents vapor lock—gives better starts under adverse weather conditions and has unmatched long life and dependability. It is explosion-proof!



3 **STROMBERG CARBURETORS**
The quality carburetor of the industry. Combines low gas consumption with maximum horsepower performance and trouble-free operation.

TRADE MARK Bendix AVIATION CORPORATION MILLIONS TRUST

Export Sales:
Bendix International Division
205 East 42nd St.
New York 17, New York

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Survey of Illinois Wages

Mechanics' Pay, Straight Time Method

	GROUP I Cities under 5,000	GROUP II Cities 5,000 to 25,000	GROUP III Cities 25,000 to 50,000	GROUP IV Cities over 50,000
Percentage of dealerships reporting paying on a straight time basis	83%	72%	55%	46%
Rate of straight time pay per hour:				
$1.00 to $1.25	29%	7%	6%	.....
$1.26 to $1.50	41%	35%	13%	12%
$1.51 to $1.75	20%	29%	34%	26%
$1.76 to $2.00	10%	24%	37%	50%
$2.01 to $2.25	.....	5%	10%	12%
Percentage of dealerships guaranteeing mechanics weekly earnings under straight time pay	78%	65%	66%	70%
Guaranteed amount per week under straight time pay:				
$35.00 to $45.00	3%	2%	.....	.....
$46.00 to $55.00	9%	4%	.....	.....
$56.00 to $65.00	26%	19%	16%	15%
$66.00 to $75.00	45%	40%	33%	34%
$76.00 to $85.00	15%	30%	45%	40%
$86.00 to $95.00	2%	5%	6%	11%
Number of shop working hours per week:				
40 hours or less	2%	12%	19%	12%
41 to 44 hours	10%	30%	46%	57%
45 to 48 hours	29%	34%	24%	18%
49 to 52 hours	22%	11%	10%	3%
53 to 56 hours	32%	12%	1%	.....
56 to 59 hours	5%	1%	.....	.....
Percentage of shops that pay overtime	60%	60%	66%	70%

Customer Labor Rates

Hourly rate charged:				
$2.00 to $2.49	8%	1%	.....	.....
$2.50 to $2.99	39%	16%	3%	.....
$3.00 to $3.49	41%	43%	16%	4%
$3.50 to $3.99	11%	32%	47%	52%
$4.00 to $4.49	1%	8%	28%	30%
$4.50 to $4.99	.....	.....	6%	14%

TOP-INK

Flexible, Low-Lustre, Waterproof, High Viscosity, Inks.

Used to recondition convertible, fabric tops, on automobiles, when faded, soiled, watermarked, or weathered.
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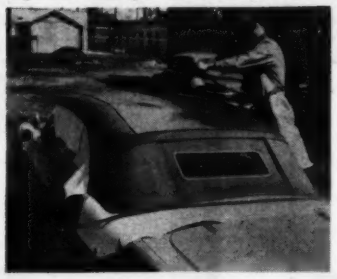

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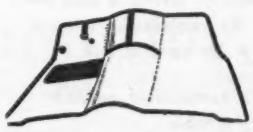

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Printed in U.S.A.

REBORN EVERY YEAR

from the Gay Nineties
to the Automotive Fifties

In 1900—The old time mixing valve was replaced by SCHEBLER CARBURETORS.

In 1903—The Spur type Differential was introduced by WARNER GEAR. Radiators made of copper tubing with attached cooling fins introduced by LONG.

In 1913—The Single Plate Clutch was developed by BORG & BECK and Silent Timing Chains were introduced by MORSE CHAIN.

In 1916—Universal Joints were developed by MECHANICS.

In 1921—First standard type Transmissions were introduced by WARNER GEAR.

In 1922—Double Plate Clutches were introduced by LONG.

In 1923—Multiple Spring Clutches developed by ROCKFORD.

In 1924—Vibration Dampening Flexible Center Clutches introduced by BORG & BECK.

In 1930—Transmission Synchronizer Units for Cars and Trucks produced by WARNER GEAR.

In 1931—Roller Bearing Universal Joints introduced by MECHANICS. Free Wheeling offered to the industry by WARNER GEAR. Tapered Steel Discs for truck wheels were developed by INGERSOLL.

In 1934—Automatic Overdrives for Transmissions were introduced by WARNER GEAR.

In 1938—Borglite and Torbend Clutch Plates were introduced by BORG & BECK, LONG, and ROCKFORD.

In 1939—Ty-Ply Rubber-to-Metal Bonding material developed by MARBON.

In 1949—Automatic Transmissions were perfected by DETROIT GEAR and WARNER GEAR.

In 1952—MARVEL-SCHEBLER introduced Power Chambers and Hydraulic Power Units for trucks and trailers; LPG Carburetion Systems for trucks, tractors, buses, taxis and stationary engines.

What other industry has imposed on itself so consistently the responsibility for producing new models, better than ever, every year? Certainly none ever set for itself such a pace of self-improvement. Automotive engineers long ago accepted the challenge continually to develop new features of safety, performance and comfort—and it has paid off in continuing public approval. This annual rebirth of youthful vitality has given this fast-growing industry amazing virility and strength.

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President
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